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BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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TECHNOLOGY DEPARTMENT

Today's the day...

Washington's Eye On The World

GOES ON THE AIR

CHANNEL 9

WOIC

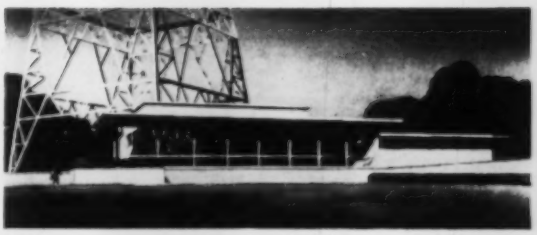
CBS-MBS Television Networks

WASHINGTON, D.C.

...and another great

MUTUAL TV Station...

WOR-TV



will be on the air as soon as the television antenna tower is completed.

NEW YORK...CHANNEL 9...

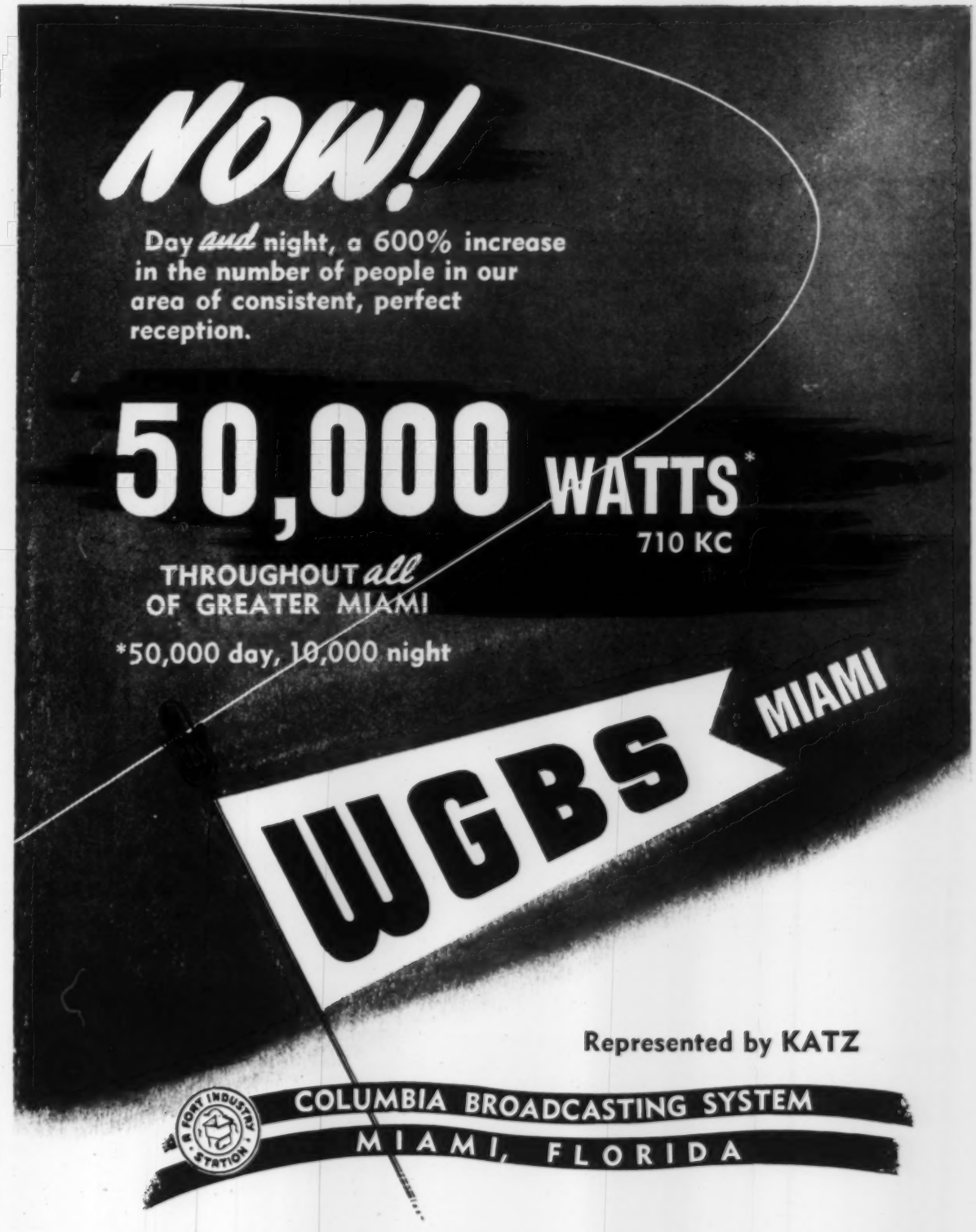
WFAA BLANKETS THE DALLAS-FORT WORTH MARKET!

★ Tough luck, Junior . . . just shows how important both size and coverage can be. But down Texas way two frequencies permit you to select the market which best fits your budget . . . 570 for local penetration . . . 820 for broader area coverage. Both are coupled with top talent in programming and the most modern engineering and transcription facilities on WFAA.

Represented Nationally by
EDWARD PETRY AND COMPANY

WFAA
820 NBC • 570 ABC
DALLAS
TEXAS QUALITY NETWORK
Radio Service of the Dallas Morning News
and WFAA FM

By Order of FCC, WFAA Shares Time on Both Frequencies



FLORIDA'S FIRST AND ONLY 50 KW STATION!

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

McCANN-ERICKSON scheduled to move its entire Chicago television department, headed by Bill Vance, to New York. Radio Director Ken Craig remains in Chicago to handle television aspects.

SIGNS of belt-tightening becoming more evident among networks. In addition to ABC accent on economy premised upon television cost, MBS is functioning on basis of minimum personnel replacements, with remaining staff to absorb additional load. In recent weeks two station relations field men have left, without replacements.

BARE BONES operation of BMB (see story page 23, editorial page 40) expected to mean stripping of staff down to that which actually will conduct second survey in March. Presumed also that substantial portion of headquarters suite in New York will be relinquished.

FIREMAN in new BMB crisis was NAB President Justin Miller, whose plan to save tripartite research project was ratified. Barebones operation, he felt, would guard present investment of stations in second survey and BMB hopes new setup will bring back into fold many subscribers.

INTERNATIONAL HARVESTER Co. will move *Harvest of Stars*, now heard on CBS Wednesdays 9:30-10 p.m., to NBC in Sunday afternoon time unspecified. Contract to be signed this week.

WHETHER by happenstance or good timing, there's significance in practically simultaneous actions involving clear channels. Last week Chairman-designate Edwin C. Johnson of Senate Interstate Commerce Committee reintroduced bill (S-491) putting 50 kw lid on clear channels with provision which would not preclude duplication. Word also went out last week for Jan. 20 meeting of non-clear channel broadcasters to be held in Chicago at call of Ed Craney, Montana station owner who has led fight against clears (see page 46).

PEPSODENT DIVISION of Lever Brothers Co. (Rayve Home Permanent Kit), through its agency, J. Walter Thompson, Chicago, currently looking for daytime network program to introduce kit (see story, page 22).

WHOLE QUESTION of AFM relationship to television expected to get full attention looking toward settling most issues as soon as President Petrillo is free of Presidential Inaugural ceremony planning and can again concentrate on other matters.

RATHER widespread reports last week that sale of ABC to Twentieth Century-Fox had been revived were promptly dismissed at ABC headquarters with comment that Edward J. Noble, board chairman and principal stock-

(Continued on page 78)

Upcoming

Jan. 17: Multiple Ownership, oral argument, FCC Hdqrs., Washington.
Jan. 18-19: RMA Industrial Relations Committee conference, Hotel Statler, New York.
Jan. 20-22: CBC board meeting, Montreal.
Jan. 21-23: CBS Television Clinic, Waldorf-Astoria Hotel, New York.

(Other Upcomings on page 36)

Bulletins

CHICAGO CUBS will levy $5,000 service charge against Chicago TV stations carrying 1949 home games. This doesn't mean owner P. K. Wrigley's enthusiasm for television has been dampened, it was stated. Understanding reached with officials of all TV stations that cost of erecting camera platforms etc. and loss of seats behind structures worth $5,000 to ball club.

WNBT (TV) New York moving daily sign-on time from 5:30 p.m. to 3 p.m., starting Feb. 1. New afternoon programs to include half-hour daily physical culture program, woman's club participation show and story-teller for children.

CBS TO NAME HAUSMAN

LOUIS HAUSMAN, CBS associate director of advertising and sales promotion, slated to be promoted to director soon.

CBS BUYING BENNY FIRM ON INSTALMENT BASIS

CBS acquired Jack Benny's Amusement Enterprises Inc. on instalment payment plan, network reported to Securities & Exchange Commission. Summary of transaction showed CBS bought 3,500 shares of Benny corporation, and Columbia Records Inc., wholly owned CBS subsidiary, bought remainder—1,500 shares.

Payments are in cash, approximately 22.12% Dec. 30, 1948, ⅓ of balance Jan. 3, 1949, remainder in two equal installments, Jan. 2, 1950 and Jan. 2, 1951. CBS reported to have all voting power of Amusement Enterprises by owning 70% and by having 100% voting power of stock of Columbia Records.

Highlights This Issue

(Departmental Index page 6; TV Index page 30)

ABC Stock Sale	21
AM or FM Video?	21
BMB Solution	23
Clear Channel Breakdown	23
NRDGA Makes Awards	25
ABC, MBS Billings for 1948	26
Representation Probe Continues	28
East-Midwest Coaxial Cable Opened	32

Business Briefly

BREWERY TV • Edelbrew Brewery, Brooklyn, to sponsor 10:30-10:45 p.m. portion of ABC's *Bowling Headliners* on four stations of eastern TV network Sunday nights. Sponsorship to be on WJZ-TV New York, WFIL-TV Philadelphia, WMAL-TV Washington, WAAM (TV) Baltimore, on 52-week contract. Show carried on full eastern network 10-11 p.m. sustaining until Edelbrew signed. Agency, Gordon & Mattern, New York.

BAKERY CAMPAIGN • Langendorf United Bakeries, San Francisco, appoints Biow Co., that city, to handle annual $800,000 advertising campaign. Les Hannah, agency's San Francisco manager, will supervise. Use of radio undetermined at present.

RATNER WILL TAKE LEAVE TO WRITE INDUSTRY SCRIPT

VICTOR RATNER, CBS vice president, will take leave of absence to write script for All-Radio Promotion movie, he told industry committee meeting in New York Friday. Inability of five writers who have worked on project so far to produce acceptable script prompted Mr. Ratner to undertake job personally.

Maurice Mitchell, NAB director of broadcast advertising, pointed out need for organized accounting system to handle funds contributed to All-Radio promotion and said he would set up such system. Gordon Gray, WIP Philadelphia, chairman of committee; Lewis H. Avery of Avery-Knodel, and Mr. Ratner will appear before February meeting of NAB board to plump for industry support of promotion campaign.

NBC reported it had completed research on original contents analysis, which will be turned over to Mr. Ratner for incorporation in script. Committee also laid plans for aggressive campaign within next four weeks to increase present total of 400 subscribers.

Members present included besides Mr. Ratner, and Mr. Gray, WIP Philadelphia (chairman), W. B. McGill, Westinghouse Radio Stations Inc.; Will Baltin, TBA; Ivor Kenway, ABC; Roy Porteous, NBC; William Ensign, Transit Radio; Ralph Weil, WOV New York; Mr. Mitchell; Lewis H. Avery, Avery-Knodel.

B&B AUDITIONS FOR NAM

BENTON & BOWLES, New York, preparing and auditioning musical program featuring Andre Kostelanetz today (Jan. 17) for possible sponsorship by National Assn. of Manufacturers. Program will be submitted to board of NAM. Decision expected by Feb. 1.

JOINS COLGATE-PALMOLIVE

JOHN R. GILMAN will join Colgate-Palmolive-Peet Co. as vice president Feb. 15. He resigned recently as Lever Bros. vice president-director. Appointment announced by E. H. Little, C-P-P president.

BULL'S EYE

. . for the sales department!

You want programs that make *sales? Fine! That's just what we have for you at WOWO.*

Take the ABE ANDREWS SHOW. At 1:15 Sundays, Abe talks about sports, hunting, fishing, the outdoors in general. Since 1945, this show has been making sales aplenty for the Schlatter Hardware Company. Moreover, it has won an Ohio State Award for educational programs, and a Billboard Award for local programming. Healthy sales-increase prompted the sponsor to write, in part: "We all like the way Abe sells our merchandise with his friendly, human manner."

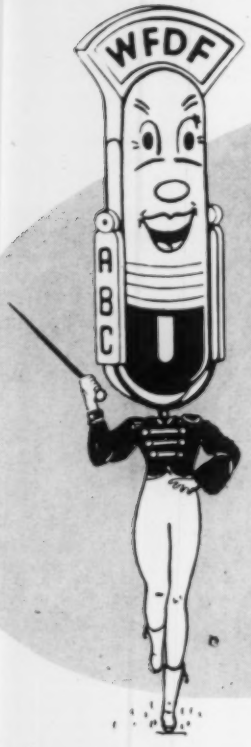
Just one testimonial, Mr. Advertiser, but there are plenty more where this came from. Shoot at *your* product-sales target in WOWO's 59-county BMB area by checking Free & Peters for availabilities.

FORT WAYNE
ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WOWO

WE HATE TO BRAG



But

Our leadership in *Flint* is not an accident

● You buy a lot more than broadcast time, when you buy WFDF! Your WFDF radio dollars also get thousands of impacts for your clients' trade names which are plugged via this pioneer station's *year 'round* merchandising and promotion activities. Here's the line up and don't forget, it PAYS to follow the leader!

WFDF Does the Most Comprehensive, Intensive Merchandising and Promotion Job of Any Station in the Flint Area:

- Display newspaper ads
- Movie trailers
- Taxi posters
- Bus cards inside of all busses
- Posters on outside of Valley Coach Line busses
- Juke box inserts
- Courtesy announcements
- Publicity stories
- Letters to the trade
- Personal calls on the trade

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
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DEPARTMENTS:

Agencies	8
Allied Arts	75
Commercial	67
Editorial	40
FCC Actions	61
FCC Box Score	77
Feature of the Week	16
Management	42
New Business	10
Network Accounts	10
News	66
On All Accounts	16
Open Mike	12
Our Respects to	40
Production	71
Programs	65
Promotion	76
Radiorama	38
Technical	70
Telestatus	18

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce *Research Editor;* Mary Zurhorst, *Copy Editor.* STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden; Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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MAURY LONG, *Business Manager*
Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Virginia Dooley. AUDITING: B. T. Taishoff, Irving C. Miller, Eunice Weston.

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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*
Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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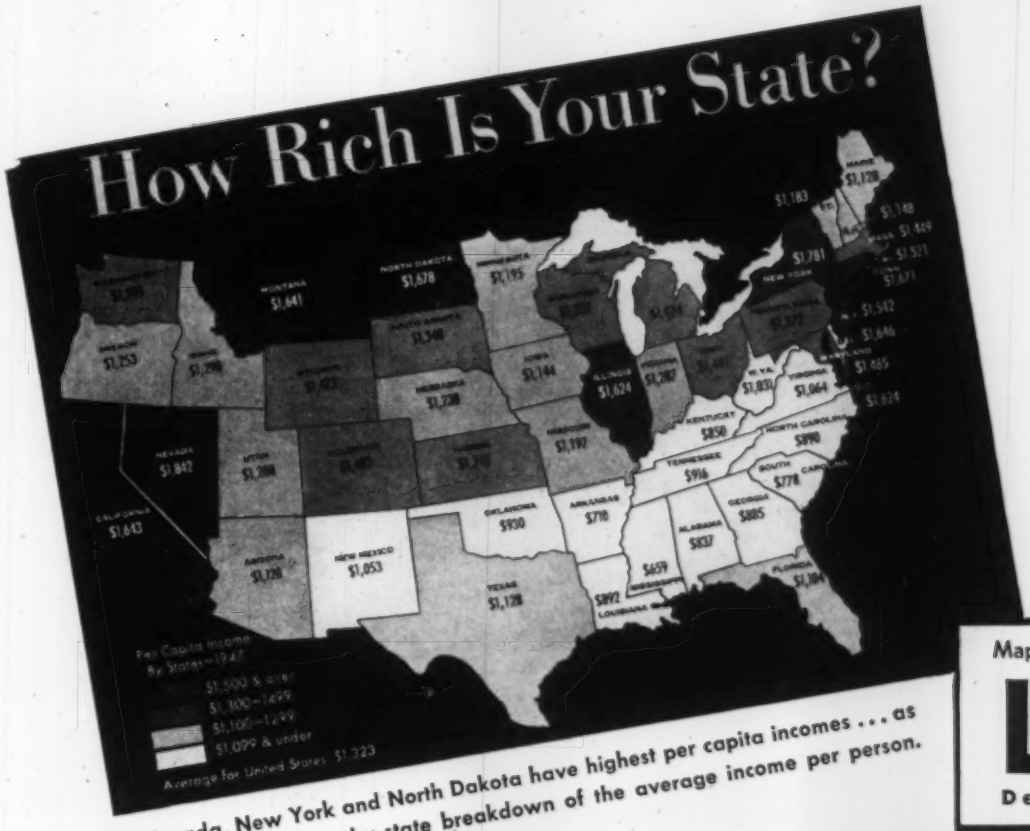
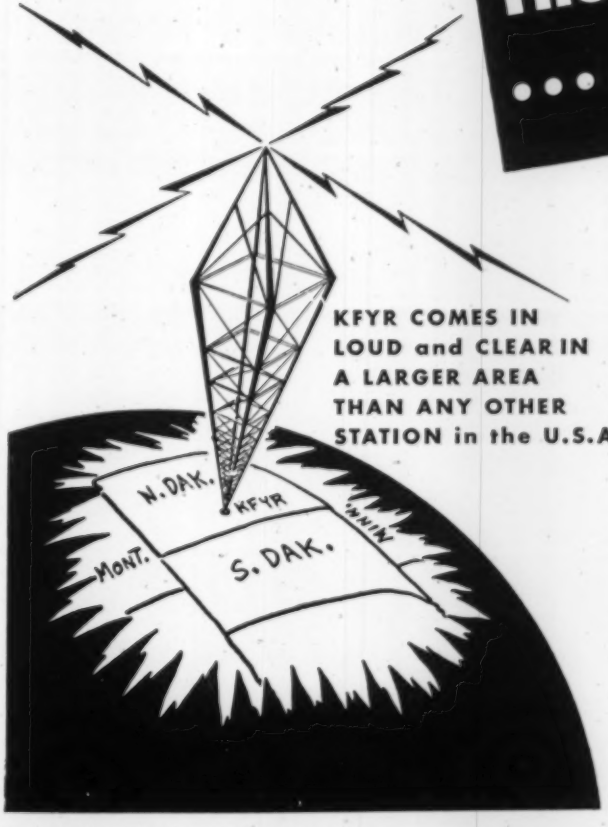


Nevada, New York and North Dakota have highest per capita incomes . . . as shown by this state-by-state breakdown of the average income per person.

Map Reprinted Courtesy of
LOOK
December 7, 1948

The RICHEST Farm States . . . Are Reached By KFYR



KFYR COMES IN LOUD and CLEAR IN A LARGER AREA THAN ANY OTHER STATION in the U.S.A.!

KFYR's "front yard" -- North Dakota -- has the highest per capita income of any farm state in America . . . a fat $1,678! And . . . average per capita income within KFYR's ½ millivolt line is a top $1,465.50 . . . as against $1407 for station "A" and $1320.60 for station "B". That's because KFYR's signal gets out farther -- and clearer -- to cover MORE of the North Central states' richest farm areas.

KFYR 550 KC 5000 WATTS
NBC AFFILIATE
REP. JOHN BLAIR
BISMARCK, NO. DAKOTA

the first television station in the Mid-South . . .

■With pardonable pride we point to the fine Television job WMCT is doing for its clients. One good reason: A staff of sixty working with the finest equipment available. WMCT is completely staffed, completely equipped for any assignment. For instance, our new RCA Mobile Unit complete with Micro-wave relay . . .

■Or take our studio and transmitting equipment — all RCA— the finest money can buy! Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies; Houston rapid film processor, and Bell & Howell printer, with a complete staff of production specialists to get the job done.

■In addition to one studio 28 by 34 feet, WMCT has a spacious auditorium seating 1,050 people with dressing rooms, scenery storage—the works! Our program library is replete with up-to-the-minute program material, and we are completely equipped to handle coverage of local events.

■What about sets? Are people buying them? You bet they are! The question is: How long will suppliers be able to meet the demand? We tell you all this, because it may be that you are one of the aggressive advertisers who capitalize on the terrific impact of a new medium in the $2,000,000,000 Memphis market.

WMCTelevision

WMC • WMCF • WMCT National Representatives
The Branham Company

Owned and operated by the Commercial Appeal

CHANNEL 4 • MEMPHIS

AFFILIATED WITH NBC CBS DUMONT

Agencies

W. ROBERT EAGAN appointed director of merchandising in Chicago office of Foote, Cone & Belding, and **BUCKINGHAM W. GUNN**, former program director at WGN Chicago, joins radio and television production department there. Mr. Eagan was general district manager of The Kroger Co.'s Chicago branch before joining agency.

PHILIP KLEIN, president of Philip Klein Adv., Philadelphia, announced that direction of agency has been assumed by **MORTON KOSHLAND** and **HERBERT RINGGOLD**, his associates for past 13 years. Messrs. Koshland and Ringgold will be principal stockholders in new Philip Klein Agency Inc. Mr. Klein continues his active interest as chairman of the board. **EDWARD FELBIN** of radio department will assume duties of radio director. Office will remain at 1910 Rittenhouse Square.

JEROME B. HARRISON, vice president and radio-television director of French & Preston, New York, resigned to join executive staff of Charles Dallas Reach Co., same city. Mr. Harrison will be in charge of new business for agency's New York office and will supervise radio and television activities.

Mr. Harrison

TED R. MEREDITH, formerly with Norman Malone & Assoc., Akron, Ohio, joins Griswold-Eshleman Co., Cleveland, as assistant director of media and research.

RUSSELL F. MANNEY, formerly account executive for BBDO New York, where he served on the General Electric, TWA, B. F. Goodrich and other accounts, joins Geyer, Newell & Ganger, as account executive in the Detroit office. **KENNETH A. WESTERVELT**, agency account executive, assigned new duties involving the Kelvinator account co-operative advertising campaign.

FRED H. FIDLER, Pacific Coast manager of J. Walter Thompson Co., San Francisco, appointed a vice president of agency.

JAMES EMMETT, formerly manager of now-dissolved Hollywood office of Morris F. Swaney Inc., returns to Butler-Emmett Adv., Portland, Ore., as active member of firm.

GLADYS YORK, with the William H. Weintraub agency, New York, since October 1947, appointed business manager of agency's radio department. Miss York, prior to her association with the agency, was with ABC as sales service manager. Before that she was with network sales at CBS.

H. A. STADTHAGEN, former research operations manager at Dancer-Fitzgerald-Sample in Chicago and New York, joins media department of Ruthrauff & Ryan, Chicago. He is working in market and media research.

SCOTT LEONARD, former vice president at Tracy-Locke agency, Dallas, joins Young & Rubicam, Chicago, as account executive. He also worked as account executive at J. M. Mathes Inc., New York.

JOHN J. READY appointed executive in charge of midwest operations at George F. Florey Inc., Chicago.

DAVID BIBERMAN, formerly with promotion departments of the *Herald Tribune* and Fawcett Publications, both New York, appointed head of new television department of Douglas D. Simon Adv., New York.

JOSEPH WALLACE, formerly with Kenyon & Eckhardt, joins art directors staff at Doherty, Clifford & Shenfield, New York.

DAVID ROSE, formerly with Milton Weinberg Adv., Los Angeles, joins art department of Erwin, Wasey & Co., that city.

LEONARD R. WOODRUFF joins Shutran Mahlin Adv., Detroit, as merchandising director and account executive.

BESS HARRISON, formerly with Kudner Agency, Los Angeles and Hollywood, joins McCann-Erickson, Hollywood, as business manager.

GEORGE LEWIS, former publicity director of WHN New York and exploitation director of MBS, appointed radio director of F. Darius Benham & Assoc., New York.

(Continued on page 68)

Jamison feels like a new man...

And why not?... we just hired him.

Mr. Jamison could be almost any Weed and Company representative. He came into our life well recommended. And he looks to us like the sort of alert, hard working expert who will fit right into our organization, where we're doing more business for *all* of our clients than ever before in our successful radio history.

Like all the other Jamisons here at Weed and Company, he has an instinctive and highly professional grasp of any broadcasting problem that comes his way, whether it's ***...an advertiser's problem...a broadcaster's problem...a radio problem or...a television problem.***

Above all—Jamison realizes that the basic commodity he has to sell is *service* in an intricate and highly specialized field of advertising. He provides it honestly and expertly... and the results are already beginning to show in good black figures.

Like all successful men, Mr. Jamison feels good about his business...and Weed and Company feels good about Mr. Jamison. For...you see... ***Mr. Jamison could be any one of us.***

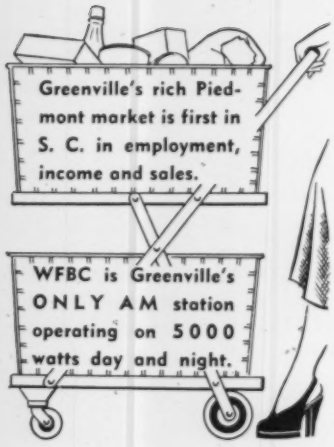
Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

WFBC's
MARKET IS
853,700
PEOPLE

1st in
SOUTH
CAROLINA


Greenville's rich Piedmont market is first in S. C. in employment, income and sales.
WFBC is Greenville's ONLY AM station operating on 5000 watts day and night.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS
WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION
REPRESENTED BY AVERY-KNODEL, INC.

New Business

MAXWELL HOUSE COFFEE DIVISION of General Foods Corp., New York, signed a five year contract with 13-week renewals for sponsorship of *Lambs Gambols* on WNBT and six other East Coast NBC TV stations, Sundays, 8:30-9 p.m., effective Feb. 27. Agency: Benton & Bowles, New York.

OLNEY & CARPENTER, New York (O & C brand potato sticks, cheese coated sticks and French fried potatoes), sponsoring live and spot radio campaign in Hartford, Conn., Rochester, Syracuse and New York City, plus the *Marjorie Mills* program on five-station New England Regional network. Agency: Fuller & Smith & Ross, New York.

THE CELOMAT Corp., New York (Vue Scope TV enlarging lenses and teleroto turntables), sponsoring television spot announcement campaign on WCBS-TV, WPIX and WABD, all New York. Agency: Tracy, Kent & Co., New York.

NUFFIELD Organization, Cowley, England (low-cost automobiles), appoints Dorland Inc., New York, to handle United States advertising for its Morris Cars. Television will be used.

LANGENDORF UNITED BAKERIES, San Francisco, appoints The Biow Co., same city, to handle advertising for Langendorf bread and cake. Langendorf uses radio.

BOSTON EDISON Co., Boston, appoints John C. Dowd Inc., same city, to handle advertising. Radio will be used.

TREE SWEET Products Co., Santa Ana, Calif., (Tree Sweet canned juices) appoints BBDO, Los Angeles, to handle advertising, effective Feb. 1.

THE SULFUR-8 CHEMICAL Co., Brooklyn, N. Y., (Sulfur-8 hair and scalp preparations), appoints W. B. Doner & Co., New York, to handle advertising. Radio will be used.

WHITEHALL PHARMACAL Co., New York (Anacin, Bisodol, etc.), renews for 52 weeks, five weekly *Zeke Manners* on 17 West Coast stations. Agency: Dancer-Fitzgerald-Sample, New York.

LENNOX FURNACE Co., Marshalltown, Iowa, is completing media schedules with representatives from its agency, Henri, Hurst & McDonald, Chicago. Spot radio probably will be used nationally in special campaigns.

AD FRIED Adv., Oakland, Calif., appointed for three new accounts: Model Airplane Motors Co., Berkeley, launching national campaign; Television Distributors, Oakland, and Television Enterprises, Oakland, both planning use of radio in area.

Network Accounts • • •

WILDROOT Co., Buffalo, N. Y., (Wildroot cream oil) Jan. 12 renewed *What's the Name of That Song* on full Don Lee network, Aloha Network plus CKWX Vancouver, B. C., Canada, Wednesdays (8-8:30 p.m. PST). Contract is for 52 weeks. Agency: BBDO, New York.

WHELAN DRUG STORES, New York, effective Jan. 20, to sponsor *Hotel Broadway,* comedy series on DuMont TV network, Thursdays, 8:30-9 p.m. Agency: Stanton B. Fisher Inc., New York.

ALLEN B. DuMONT Labs, Receiver Sales Division, to sponsor *Gus Edwards Schooldays,* Tues., 9-9:30 p.m., starting Jan. 18, and *Your Magic Window,* variety show, Thurs., 9-9:30 p.m., starting Jan. 18, on DuMont TV network. Agency: Geyer, Newell & Ganger, New York.

GENERAL ELECTRIC Co., Schenectady, N. Y., was scheduled to sponsor *Riddle Me This* on CBS TV network, starting Jan. 16 from 8:30-9 p.m. Film quiz was premiered last Nov. 14 on WCBS-TV New York.

A. STEIN & Co., Chicago (Paris garters, suspenders, belts), to sponsor *Identify,* sports quiz on WENR-TV (ABC) Chicago, starting Feb. 14. Show also will be telecast live over 11 network stations, and by video recording on another. Agency: Louis A. Smith, Chicago.

Adpeople • • •

LEE H. BRISTOL, executive vice president of Bristol-Myers Co., New York, elected president of firm succeeding his brother, **HENRY P. BRISTOL,** who becomes chairman of the board. **DR. DELMAS K. KITCHEN,** director of medical division, appointed a vice president, and **FRANKLIN H. BIVINS** and **GUSTAVE A. JAEGER** elected assistant vice presidents of the company.

E. S. McKAY appointed advertising and sales promotion manager of General Electric Co.'s Air Conditioning Dept., Bloomfield, N. J.

WEBR
BUFFALO COURIER EXPRESS STATION
5000 WATTS
DAY & NIGHT
AT 970 KC
BLANKETS
BUFFALO and the
NIAGARA FRONTIER
WRITE FOR OUR
NEW COVERAGE MAP

MUTUAL BROADCASTING SYSTEM
WEED & CO. Representatives
In Canada: HORACE N. STOVIN CO.

YOU MIGHT BAG A 916-POUND GRIZZLY BEAR*—

BUT . . .

YOU WON'T HIT ANYTHING IN WESTERN MICHIGAN WITHOUT WKZO - WJEF!

Yes, it is impossible to reach Western Michigan consistently via stations outside of Western Michigan.

It may look easy on the map, but there's a catch. Maps don't show that Western Michigan is literally hemmed in by a wall of fading. This wall *really prevents* effective reception of even the most powerful "outside" stations.

So to get anything big in this area, you've *got* to use "inside" stations. WKZO, Kalamazoo, and WJEF, Grand Rapids, offer you the perfect answer because: (1) BMB audience figures will convince you of our outstanding rural coverage; (2) You can project our ratings in Kalamazoo and Grand Rapids to the number of radio homes in these two cities and discover that WKZO-WJEF have nearly *23% more* listeners in Kalamazoo and Grand Rapids than the next-best two-station combination. *What's more, our combination rate is 30% less!*

Talk it over with us, or with Avery-Knodel, Inc.!

**Arthur Young killed a 916-pound grizzly bear in Yellowstone National Park.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Veteran Reader

EDITOR, BROADCASTING:

I have been a reader of BROADCASTING for a great many years and have always found it to be not only an accurate and reliable source of news, but also an extremely well-written and interesting publication.

William H. Kearns
Ted Bates & Co.
New York

* * *

Talking People

EDITOR, BROADCASTING:

I read the story title "The Talking People" on page 35 of your (Jan. 1) issue crediting Meredith Willson with this gimmick.

I would like to go on record and say that Bill Spire, currently with Sullivan, Stauffer, Colwell & Bayles, and myself, when I was radio director for Consolidated Radio Artists in 1938, used this device successfully in producing 26 spot announcements for the Vick Chemical Co. However, we used 15 voices speaking and singing in unison . . .

William von Zehle
William von Zehle & Co.
New York

* * *

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

For the Farm Public

EDITOR, BROADCASTING:

. . . For two years now we have been broadcasting daily programs for twelve Oklahoma stations and one Texas station, all of them farm and home features in the interest of the farm public of the Southwest. These stations pay their own line charges to the campus of Oklahoma A & M College and we do the rest. To us it is a matter of utilizing the millions of dollars worth of radio equipment and air time gladly offered to us by the stations in helping us provide a needed service for our mutual interests.

The radio stations are WKY Oklahoma City, KOMA Oklahoma City, KVOO Tulsa, KCRC Enid, KTOK Oklahoma City, KSWO Lawton, KVSO Ardmore, KGFF Shawnee, KADA Ada, KTMC McAlester, KBIX Muskogee, KSPI Stillwater, and KWFT Wichita Falls, Tex. . . .

Burnis Arnold
Extension Radio Specialist
Cooperative Extension Work in Agriculture and Home Economics
Stillwater, Okla.

* * *

Gordon Gray Again

EDITOR, BROADCASTING:

In reading letter captioned "Blue Over Gray," Jan. 3 OPEN MIKE, I wonder that you don't have more trouble with the "Gordon Gray problem."

Mr. Gray

The two gentlemen pictured as "Gordon Grays" are only two of the several in radio by the same name. I can't accuse the two men in question of adopting the name for "air purposes," since they are neither one in the performance end of radio, but the abundance of Gordon Grays is rather suspicious. I might add that the name appears on *my* birth certificate.

Do you suppose we might start an organization known as "The Gordon Grays of Radio"?

Gordon Gray
KECK Odessa, Tex.

P.S.—This Gordon Gray is on the news staff at KECK.

* * *

Radio vs. Television

EDITOR, BROADCASTING:

As a high school student about to begin a career in broadcasting, I would like to express my views on the current radio vs. television problem.

Today, TV is at best only a supplement to the established radio features, although the miracle of video and heavy financial set investment tends to make the owner forget radio in the evening hours.

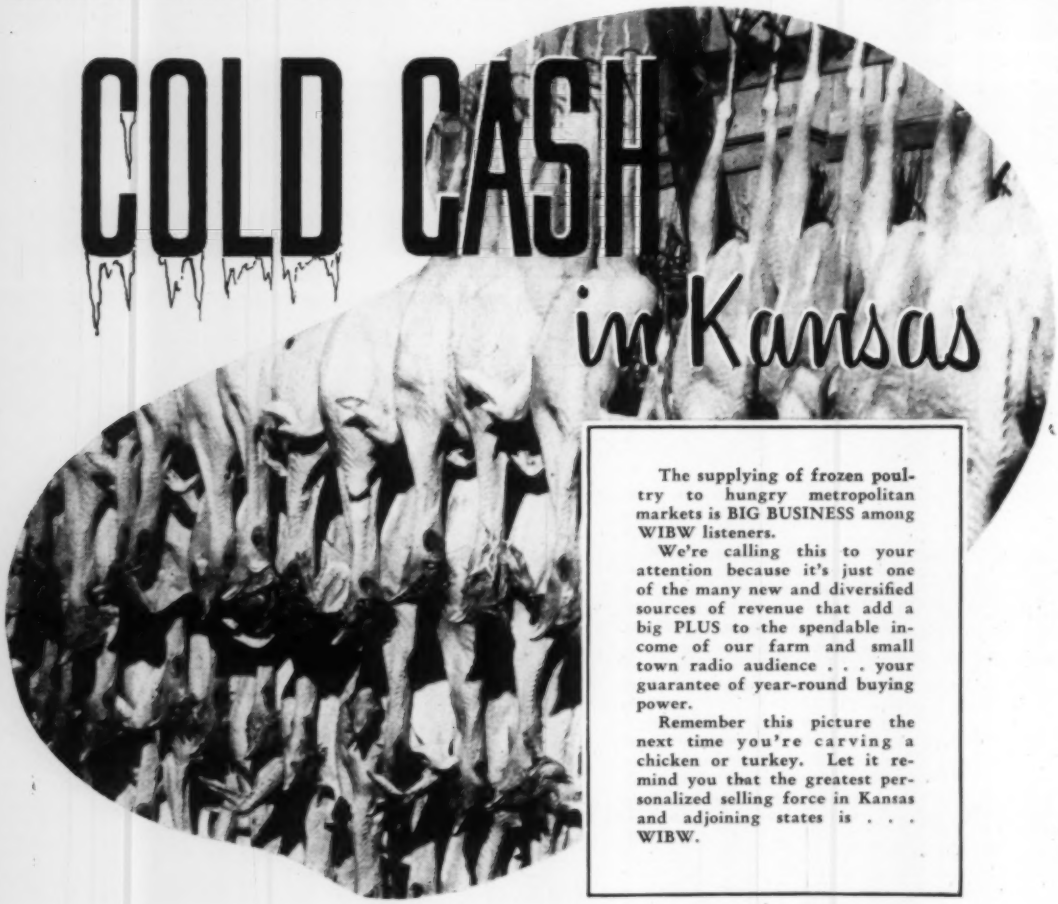
I feel that, after the novelty of TV wears off, the listener-viewer will seek good entertainment whether on radio or TV. In order to hold its audience, television will have to improve its present program schedule, bringing its entertainment standard up to the present level maintained by radio.

Eventually, radio comedy, audience-participation, interview, and sports programs will become standard TV fare, because it is obvious that they are suited for that medium.

Now, what is left for radio?

The discriminating future listener will be equipped with AM, FM, and TV, and will most likely

(Continued on page 14)



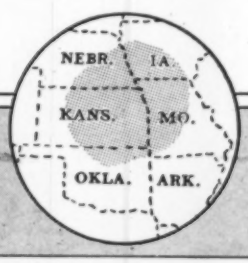
The supplying of frozen poultry to hungry metropolitan markets is BIG BUSINESS among WIBW listeners.

We're calling this to your attention because it's just one of the many new and diversified sources of revenue that add a big PLUS to the spendable income of our farm and small town radio audience . . . your guarantee of year-round buying power.

Remember this picture the next time you're carving a chicken or turkey. Let it remind you that the greatest personalized selling force in Kansas and adjoining states is . . . WIBW.

W I B W

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM

GROWING MARKETS

Growing markets are attractive places in which to spend advertising dollars, especially now when every advertising dollar must do its capacity job. That's *one* reason why discriminating advertisers are concentrating on Southwestern markets. No other section of the United States can show, month after month, the increases which are regularly setting new records in Tulsa and in other Southwestern markets. Check the Federal Reserve, Department of Commerce, or *your own sales figures* for the Southwest and you'll see why this area continues to be the best place for 1949 advertising concentration!

In 1949 take full advantage of booming markets by using Oklahoma's Greatest Station, KVOO, whose 50,000 watts and long established, faithful audience is an unbeatable combination to get *maximum sales results in the Southwest.*

EDWARD PETRY & COMPANY INC., NATIONAL REPRESENTATIVES

NBC AFFILIATE **UNLIMITED TIME**

Open Mike

(Continued from page 12)

prefer FM to AM. In the years to come AM and FM must specialize in quality features for the discriminating listener (opera,

symphony, semi-classic, show, and popular music, news, comment, discussion, etc.), much as FM is now doing in contrast to radio.

A keen spirit of competition will exist, creating a healthy situation for broadcasting.

William H. Traphagen Jr.
45 Rugby Road
Cedar Grove, N. J.

Touche, Monsieur

EDITOR: BROADCASTING:

. . . Mr. Zimmer, the man who never attended an FM convention, as far as Mr. Ware knew, had breakfast with the president of FMA, at the last FMA convention in Chicago on the very morning that he was made president. . . .

Graeme Zimmer
Radio Director
WCSI Columbus, Ind.

Editor's Note: Mr. Zimmer is referring to alleged allegations made during the recent internal FMA rumpus [BROADCASTING, Jan. 3].

* * *

Offers Suggestions

EDITOR, BROADCASTING:

. . . I would like to suggest that you include in your so-called "FCC Box Score" each week the names of the TV statoins taking the air in that week, thus enabling your readers to keep basic station lists up-to-date.

You could do the same thing for AM and FM stations, thereby explaining all the changes in figures which appear in the "FCC Box Score." There is no reason, either, why network affiliations could not be handled in the same manner—or at least I see none.

I believe this procedure, since it would necessitate only a very small additional amount of space, would solve the problem. You often use much more space in separate stories for these items.

William D. Laudeman
357 W. 46th St.
New York City

P. S. Publication of the "FCC Monthly Report" also is very helpful to anyone wishing to keep station lists up-to-date. Let's hope you continue this feature, too. And while I'm at it, let me also congratulate . . . . for the many helpful changes in format which have helped to make BROADCASTING more and more valuable [and] . . . so improve a magazine which already was the leader in its field.

* * *

Portable Recorders

EDITOR, BROADCASTING:

Since your magazine printed the request of Mr. Warren Ashton regarding portable recording equipment, I thought your readers would like to know of our experience.

We have a specially constructed tape recorder which is acceptable to our standards for broadcasting, and it has proven extremely successful. It is packed in a suitcase. . . .

In the past weeks, we have recorded five different choral groups consisting of approximately 150 persons in each group. The results of each were very gratifying. We also record five *Good Store Quiz* programs each week and numerous interviews, etc.

Our experience with wire recorders has not been the best. . . .

Elmer G. Muschany
Production Manager
KXOK St. Louis.

* * *

Help in Planning

EDITOR, BROADCASTING:

. . . I have received my new subscriptions to BROADCASTING, and can see that you too have made big plans for the year 1949. I am especially interested in the feature stories on the 1948 highlights of the networks and the 1949 outlook. For a youngster starting in the management field, these little gems of wisdom and fine pieces of reporting certainly help a lot in future planning. . . .

Robert J. Williamson Jr.
Manager
WMIK Middlesboro, Ky.

* * *

WCNX Signs Four

EDITOR, BROADCASTING:

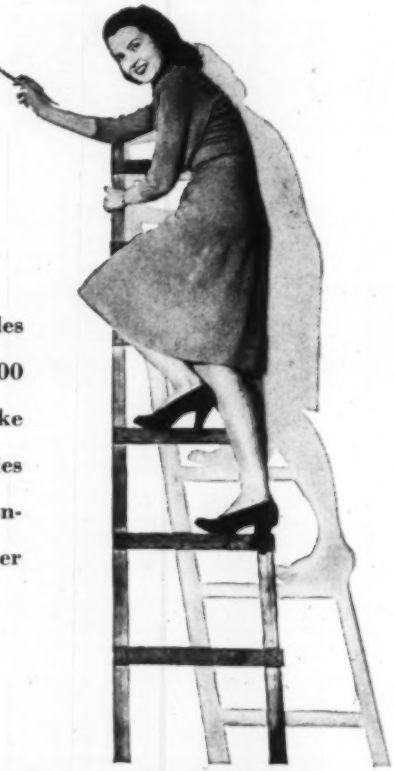
WCNX went on the air Dec. 12, 1948, and my brother Bill and myself are managing directors. Of course that means that since Aug. 4 when we received our CP from the FCC we've actually been ditch diggers on radials, carpenters, plumbers and janitors.

We're proud of one thing, however, in this city of Middletown there are five banks and we have signed four of them to 52-week contracts. Four out of five—and we expect the fifth next week.

Richard J. O'Brien
Managing Director
WCNX Middletown, Conn.

FIRST FACT FOR 1949

WSIX covers the Nashville Market Area



. . . and it's a market worth your intense sales coverage. 1,321,400 people spent $654,888,000 last year in retail stores. . . . Let WSIX help make your sales effort a success in its 60 BMB counties —the Nashville retail market area plus! No wonder so many sponsors count on WSIX year after year for results!

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Wintertime Is Listening Time in WWVA's Prosperous Farm Market

There are 1,919,351 people on the 446,639 farm homes in the WWVA coverage area; an area that includes basically Eastern Ohio, Western Pennsylvania, Virginia and West Virginia—that spreads into Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.

These WWVA *farms produce nearly a Billion Dollars worth of farm products annually.*

In these Winter months—in the hiatus between the Fall harvesting and the Spring planting—these WWVA farm people have more time for listening . . . *and for buying.* WWVA's locally produced programs are designed to attract and hold them as WWVA listeners. Mail surveys prove that they *do* listen to WWVA and *buy* WWVA-advertised products.

WRITE NOW FOR YOUR FREE COPY

WWVA FARM AUDIENCE REPORT

• Ask an Edward Petry man how you can reach this WWVA farm audience effectively and economically

A FORT INDUSTRY STATION

WWVA

50,000 WATTS • • CBS • • WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

you SELL more ...

when you TELL more

WFLA

gives you a bigger audience in the heart of Florida's richest trade area—the growing Tampa-St. Petersburg market. And the steady, substantial payrolls of diversified industry, agriculture and commerce make it a responsive audience—*right around the calendar!* You *sell* more people because you *tell* more people when you use the double-barreled impact of WFLA-AM and WFLA-FM.

Tampa Tribune Stations

WFLA AM FM

NBC affiliate

TAMPA

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO.
SOUTHEASTERN REPRESENTATIVE
HARRY E. CUMMINGS
JACKSONVILLE, FLORIDA

Feature of the Week

THE SWING at WHB Kansas City, Mo., is ever toward pulchritude. The problem is to keep the station's symbolic rope pendulum filled with beauty to attract the advertising eye. But in the WHB Swing Girl Sorority the swing is constantly to marital bliss.

Eye - catching WHB "Swing Girls" appear on the traditional rope swing in a breezy costume in all the station's trade paper advertisements, and are also being utilized in direct mail promotion. There have been four "Swing Girls" since 1945, when WHB adopted its new slogan, "The Swing Is to WHB in Kansas City."

With the dawn of 1949, the score to date is three "Swing Girls," well married, and two of them mothers. The mothers are Mrs. Charles Phillips and Mrs. William Gilbert Jr., the first two members of the exclusive sorority. The 1948 "Swing Girl," Mary Gibbs, after one starring movie for an independent producer, returned to Kansas City and claimed a husband.

Now WHB is trying to devise a plan to keep Vera Ralston of Wichita, Kan., model for the 1949 series, out of Cupid's clutches. She

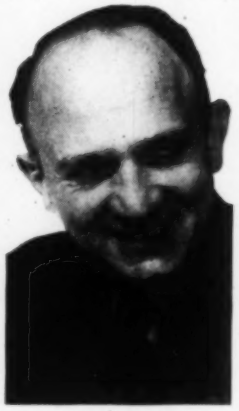
(Continued on page 68)

MISS RALSTON, the 1949 Swing Girl, is WHB's latest find.

On All Accounts

ONE of broadcasting's own is the producer of the effective public relations recruiting transcriptions which have been made available to stations since early 1947 by the Naval Air Reserve Training Command.

Lieut. Commdr. Walter H. Kimmell, director of radio at NARTC headquarters in Glenview, Ill., is the same "Walt" Kimmell who served with distinction as announcer-producer - program director - promotional manager of several southwest stations before the war. Know-how gained on KOMA Oklahoma City, KGKO Fort Worth, KFDM Beaumont, KFDA Amarillo, and KWFT Wichita Falls, Tex., his home town, enabled him to produce last year (1948) a series of 26 weekly quarter-hour open-end shows which was used by 543 stations in the United States, as well as outlets in Honolulu, Alaska, and Panama.



WALT

Now another 26-week package is in the works and with a $35,000 budget from the Navy, compared with $22,000 last year, Commdr. Kimmell expects the series to be aired by 1,000 stations.

Selling the Navy on building its air reserve membership through radio was an exclusive Kimmell project. In the spring of 1947, Walt sounded out 550 station managers, within a reasonable distance of the Command's 21 air stations, as to their interest in an NARTC show. A total of 285 said they would carry such a program. The heavy response helped the commander convince his superiors that radio was the answer to their recruiting problems.

They authorized a transcribed spot campaign featuring a then-unknown mixed quintet singing a jingle about how the air reserve could be a "Hobby With a Future." Three hundred and twenty stations took the spots. Commdr. Kimmell wrote the ditty, which helped make the quintet famous. Today, they are the "Honey Dreamers," heard and seen on ABC's radio and television stations.

Next production was six five-minute shows again featuring the Honey Dreamers with the Mel Henke instrumental trio added. Tommy Bartlett, of ABC's *Welcome Travelers*, was m.c. of the series, aired on 380 stations.

"Reason we made only six shows was because there was just enough money available to do one double-faced disc," the commander recalls.

(Continued on page 64)

Profits Await Advertisers in these 5 Markets

WORK
YORK, PA.
ESTABLISHED 1932

WEST
EASTON, PA.
ESTABLISHED 1936

WKBO
HARRISBURG, PA
ESTABLISHED 1922

WGAL
LANCASTER, PA.
ESTABLISHED 1922

WRAW
READING, PA.
ESTABLISHED 1922

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES
SAN FRANCISCO • CHICAGO

STEINMAN STATIONS

DON BELL
MUSIC & FUN DISC EMCEE
6:00-8:00 A.M. & 12:45-1:30 P.M.

BILL RILEY
QUIZ-WHIZ
AUD PART EMCEE

AL ROCKWELL
LATE-EVENING PRINCE
OF PLATTERS

RIES TUTTLE
OUTDOORS EXPERT
FOR KRNT & TRIBUNE

GORDON GAMMACK
6:00 P.M. NEWS-MASTER
(TRIBUNE COLUMNIST)

Star-bright that's KRNT!

The Station With The Fabulous PERSONALITIES and Astronomical HOOPERS!

Consistently Among the Nation's TOP 20 Rated Stations

ASK A KATZ MAN ABOUT DES MOINES and KRNT – The Register and Tribune Station

"A Leader In The Nation . . . The Leader In Des Moines!"

GENE EMERALD
AN AFTERNOON FAVORITE
Music (Live and Wax) and Visitin'
3:15-4:45 P.M.

AL "Ironman" COUPPEE
RADIO'S MISTER SPORTS
TWICE DAILY

BETTY WELLS
"First Lady In Iowa Radio"
11:30 A.M. COMMENTATOR

CHARLES McCUEN
NEWS ACE
7:15 & 8:00 A.M. - 12:15 P.M.

RUSS VAN DYKE
NIGHT NEWS KING
10:00 & 11:00 P.M.

This Terrific Team of Air Salesmen Will Sell for You in a Market Rich, Ripe, Ready!

Advertiser Analysis, Dec. 5-11

(Report 42)

TOTAL NUMBER of television advertisers increased to 680 in all of the 23 major TV markets, according to the Dec. 5-11 Rorabough Report on Television Advertising. This covers a total of 41 commercial stations. Total number of advertisers is 54 above the November report.

The increase is principally in the local advertising field, with 40 of the total increase in this category. Network advertisers remained the same—37. Spot advertising showed a gain of 14 sponsors over the preceding month. (See Table I)

These reports are based on a one-week survey in each month. It is felt that one complete week represents an adequate sample of the entire month. In the six-month period since the reports were established, the number of television markets has doubled, as has the number of stations. The number of advertisers using television in all categories has nearly tripled.

New York Leads

Of these major markets, New York, Philadelphia, Baltimore, Washington and Boston have the largest number of advertisers. New York leads the field with 179, on six stations, while Boston has 61 accounts on two stations. (See Table II)

The four leading television markets, New York, Philadelphia, Baltimore and Washington lead in the local-retail advertising field, as well as in the total number of advertisers in the market.

The spot advertising leaders are New York with 82 accounts; Philadelphia, 45; Chicago, 39; and Baltimore, 31. Chicago was not linked by the Midwest cable when this survey of advertising was taken, and consequently shows a high spot figure for December.

The general rise in the number of television accounts was shared by nearly all markets.

The following markets gained the most accounts: New York showed a net gain of 18; Detroit added 8; and Chicago added 7. Louisville and Seattle were added to the report with this issue, and showed 15 and 26 accounts respectively in December.

There were 232 new television advertisers in December. Of these newly active accounts 94 were spot advertisers, and 114 were local-retail advertisers. New York led the markets in the number of newly active accounts with a total of 43 advertisers. Other markets that showed exceptional increases in new accounts were Philadelphia with 20; Chicago and Baltimore with 17 each. (See table III)

Of the 27 major product-groups advertising on TV, radio and television advertisers were in the top spot. There were 99 advertisers in this category, 81 of which were local-retail. The balance were network and spot advertisers.

Eighty-one television advertisers were in the apparel groups, 50 of them were local advertisers, 28 spot, and 3 network. (See table IV)

Automotive advertising was next in order—with 78 accounts, 67 of which were local dealers advertising in their home markets.

The top three in the previous month were apparel, radio and television and automotive, in that order.

Food and food products occupied the fourth place spot in both months, with 63 accounts in December and 43 in November.

Table I

Growth in Number of TV Advertisers
June-Dec. 1948

	June Report	July Report	Aug. Report	Sept. Report	Oct. Report	Nov. Report	Dec. Report
No. of Markets	11	16	19	19	21	21	23
No. of Stations	20	26	32	32	37	37	41
No. of Advertisers							
Network	14	14	18	21	33	37	37
Selective	76	113	122	119	181	216	230
Local-Retail	144	153	197	236	281	373	413
TOTAL ADVERTISERS	234	280	337	376	495	626	680

Table II

Advertisers by Market Area
(Dec. 5-11)

	*Network Accounts	Selective Accounts	Local-Retail Accounts	Dec. 5-11 Total Accounts	Gain or (Loss)
Atlanta WSB-TV	3	9	8	20	1
Baltimore WBAL-TV, WMAR-TV, WAAM	33	31	40	104	—
Boston WBZ-TV, WNAC-TV	32	18	11	61	1
Buffalo WBEN-TV	5	11	8	24	(2)
Chicago WBKB, WGN-TV, WENR-TV	3	39	16	58	7
Cincinnati WLWT	6	19	2	27	1
Cleveland WEWS	4	12	3	19	2
Detroit WWJ-TV, WXYZ-TV, WJBK-TV	5	21	23	49	8
Ft. Worth-Dallas WBAP-TV	4	5	6	15	—
Los Angeles KFI-TV KTLA, KTSL	2	26	31	59	—
Louisville WAVE-TV	3	5	7	15	15
Milwaukee WTMJ-TV	5	8	29	42	—
Minneapolis-St. Paul KSTP-TV	3	4	7	14	(1)
New Haven WNHC-TV	2	6	14	22	2
New York WABD, WATV, WCBS-TV, WJZ-TV, WNBT, WPIX	37	82	60	179	18
Philadelphia WCAU-TV, WFIL-TV, WPTZ	34	45	46	125	(3)
Richmond WTVR	26	7	8	41	—
St. Louis KSD-TV	5	15	7	27	5
Salt Lake City KDYL-TV	3	4	10	17	—
Schenectady WRGB-TV	27	7	5	39	2
Seattle KRSC-TV	1	7	18	26	26
Toledo WSPD-TV	4	6	19	29	(6)
Washington WMAL-TV, WNBW, WTTG	35	26	35	96	(12)

Table III

Newly Active Accounts
By Markets

	Network	Selective	Local-Retail	Total
Atlanta	—	2	1	3
Baltimore	3	6	8	17
Boston	3	5	3	11
Buffalo	—	2	3	5
Chicago	—	12	5	17
Cincinnati	—	6	—	6
Cleveland	—	—	—	—
Detroit	—	6	8	14
Ft. Worth-Dallas	—	1	1	2
Los Angeles	—	3	9	12
Louisville	1	5	7	13
Milwaukee	—	2	5	7
Minneapolis-St. Paul	—	—	3	3
New Haven	—	—	6	6
New York	4	21	18	43
Philadelphia	4	10	6	20
Richmond	2	1	2	5
St. Louis	—	2	4	6
Salt Lake City	—	—	2	2
Schenectady	2	2	2	6
Seattle	1	7	18	26
Toledo	—	—	1	1
Washington	4	1	2	7

Table IV

TV Advertisers by Product Groups
(Dec. 5-11)

	Network	Spot	Local	Total
Agriculture	—	—	—	—
Apparel	3	28	50	81
Automotive	3	8	67	78
Aviation	—	—	—	—
Beer & Wine	—	27	2	29
Building Materials	—	7	4	—
Confectionery	—	9	1	10
Consumer Services	—	2	28	30
Drugs & Remedies	4	4	2	11
Entertainment	—	—	4	4
Food & Food Prod.	5	34	22	63
Gasoline	2	7	4	14
Horticulture	—	—	3	3
Household Equipment and Supplies	3	16	31	50
Household Furnishings	1	9	20	30
Industrial Materials	—	—	—	—
Insurance	—	2	—	2
Jewelry	1	10	18	29
Office Equipment & Stationery	—	2	1	3
Publishing	—	3	4	7
Radios	6	12	81	99
Retail	—	—	45	45
Smoking Materials	2	8	1	12
Soaps, Cleansers & Polishes	1	3	—	5
Sporting Goods and Toys	3	8	5	16
Toiletries	3	7	1	11
Transportation, Travel and Resorts	—	2	4	6
Miscellaneous	—	3	18	21
Total	37	211	416	664

864,000 TVs

NBC Releases Set Data

A TOTAL of 864,000 TV sets were installed (and presumably in use) in this country as of Dec. 1, according to data released last week by NBC's research department. City-by-city breakdown follows:

CITY	TV SETS INSTALLED
New York	370,000
Baltimore	30,000
Boston	32,900
Philadelphia	95,000
Richmond	4,600
Schenectady	11,800
Washington	24,500
Buffalo	8,000
Chicago	48,000
Cleveland	18,500
Detroit	22,000
Milwaukee	11,300
St. Louis	14,000
Toledo	4,500
Albuquerque	200
Atlanta	4,200
Cincinnati	10,000
Ft. Worth	2,000
Dallas	2,500
Louisville	2,300
Memphis	1,100
Minneapolis-St. Paul	8,300
Salt Lake City	1,200
Seattle	1,500
Los Angeles	60,700
New Haven	11,000
Syracuse	100
Dayton	1,100
Erie	200
Houston	200
Indianapolis	200
New Orleans	1,500
Pittsburgh	2,500
Providence	3,500
San Diego	200
San Francisco	1,500
Others	52,900

SET FIGURES, reported to BROADCASTING during the past week:

Milwaukee—14,187 as of Jan. 1, reported by WTMJ-TV Milwaukee.

Chicago (within 50-miles radius) —57,335 as of Nov. 30, 1948, reported by Electric Assn. of Chicago.

Buffalo—10,774 as of Dec. 31, 1948, reported by Buffalo Niagara Electric Co.

MORE THAN SENSATIONAL!!

ONLY SLIGHTLY LESS THAN COLOSSAL—

The Woody Willow Show has taken Atlanta by Storm.

AN OFFER OF THIS BUTTON met with an immediate and terrific response—climaxed by 780 LETTERS IN ONE DAY. OVER 2500 EAGER MEMBERS OF THE "WOODY WILLOW FAN CLUB" RECRUITED IN TWO WEEKS, make it a powerful children's program for ANY ADVERTISER. We've RE-ORDERED buttons to meet the urgent testimonial to this unique puppet personality. THE KIDS LOVE WOODY WILLOW. IT'S A SWELL ADVERTISING BET.

SEE YOUR PETRY MAN NOW!

wsb-tv

The Atlanta Journal

ON PEACHTREE STREET

IT'S EASY, IF YOU KNOW HOW!

IN some parts of the nation, a radio station can do almost anything—can broadcast in Chinese or Italian—*and still be "right" for a lot of people.*

It's different in the South. Accurate *Know-How* is especially important in KWKH's four-state area. Our listeners have definite and fairly uniform preferences. They want their programs to recognize their preferences. KWKH gives them this sort of programming, learned from 23 years of continuous study. Our audience responds by listening to KWKH, and by buying the products we advertise.

We'd be happy to tell you all about KWKH's outstanding rating, and how you can use our Know-How. Ask us—or The Branham Company!

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 3 WASHINGTON, D. C., JANUARY 17, 1949 $7.00 A YEAR—25c A COPY

ABC STOCK

About 20% Shifts in Brisk Turnovers

By EDWIN H. JAMES

AN ANALYSIS last week of New York Stock Exchange trading in ABC common stock in the past two and a half months disclosed a prevailing buyer's market and recurrent inconsistencies in the week-by-week volume of shares changing hands.

At the same time it was learned that three top executives of ABC had sold large portions of their stock holdings in the company. In December the executives liquidated 51,800 shares. But the ABC stock prices remained firm despite the trio's selling. There are 1,689,017 shares of ABC common stock outstanding.

In the last two months of 1948 the weekly volume of shares traded on the Exchange soared from 6,900 in the first week of November to 87,100 in the last week of the year, with weekly totals between those extremes fluctuating widely.

Yet in the same period the price of stock rose slightly but steadily, a phenomenon usually associated with carefully engineered buying.

Buyers Not Known

The identity of buyers of the stock could not be learned. Stock Exchange and Securities and Exchange Commission rules prohibit disclosure of such information save in the case of company officers, and ABC officials shed no light on the subject. But the state of the market suggested one or more individuals were engaged in the delicate maneuver of acquiring a sizeable block of ABC stock.

The existence of a continuing buyer's market in ABC stock prompted speculation—wholly unconfirmed—that Spyros Skouras, president of Twentieth Century-Fox Film Co., may have undertaken acquisition of a voice in ABC by means of stock purchases, following the unsuccessful conclusion of his negotiations to buy the company [BROADCASTING, Dec. 6, 1948].

Mr. Skouras has intimated that his interest in ABC survived the collapse of his negotiations with Edward J. Noble, ABC chairman of the board and majority stock holder. At the time of the original announcement of the failure of the deal, a spokesman for Mr. Skouras was careful to report that the parties were still "on friendly terms."

The sale of stock in December by the three ABC executives was not connected with any negotiations regarding a change in ownership of the company, according to an ABC official, but was caused by purely personal motives.

Those selling stock in December were Mark Woods, president, who sold 30,500 shares and retains only 6,500; Robert E. Kintner, executive vice president, who sold 17,300 shares and now has 16,000 (9,500 more than Mr. Woods), and C. Nicholas Priaulx, vice president and treasurer, who sold 4,000 shares, leaving him 1,000. All three are directors of the company.

A table showing weekly trading in ABC stock, including the high and low prices each week, follows:

Week Ending:	Total Shares	High	Low
Nov. 5	6,900	7¼	6⅜
Nov. 12	22,800	8½	6⅜
Nov. 19	9,300	8¼	7½
Nov. 26	54,800	9½	8¼
Dec. 3	30,800	8⅝	7⅜
Dec. 10	22,000	8⅝	7⅝
Dec. 17	15,000	8¼	7⅞
Dec. 24	20,800	9⅛	7⅞
Dec. 31	87,100	10¼	9⅛
Jan. 7	38,800	10½	9⅜
Total for Period	308,300		

Both volume and prices were off slightly in the second week of January, according to the pace of daily trading in the first four days of the six-day Stock Exchange week. In the Jan. 8-12 inclusive period a total of 13,600 shares was traded with a high of 9⅞ and a low of 9⅛.

There seemed to be some correlation between the volume of stock traded on the Exchange and the general circulation of news concerning the Fox-ABC negotiations.

The heavy volume of 54,800 shares occurred in the week that negotiations were known to be in progress, and trading slackened to 30,800 shares in the next week, during which the deal was called off. But negotiations had been abandoned for four weeks when the most active six-day volume occurred—that of 87,100 shares in the last week of December.

Sale Report Unconfirmed

It was presumed, although impossible to confirm, that some of the 51,800 shares sold by Messrs. Woods, Kintner and Priaulx were traded in this week.

The persistently heavy trading throughout the two-month period, however, could not have resulted, it was believed, from scattered and unorganized buying prompted by news of the Fox-ABC negotiations nor, obviously, could it be explained by the liquidation by the three executives.

Similarly, the volume could not be ascribed to year-end "tax loss" selling which characterized the market at this season. The price of ABC stock rose in the period to its highest mark so that investors, seeking to take losses for tax purposes, could not achieve that purpose by unloading ABC stock.

Wall Street observers said it was unlikely that the ABC stock was being bought as a long-term investment, unless by parties desirous of obtaining it in quantity to assure a voice in company affairs. The speculative nature of the stock—from an ordinary investor's point of view—was stressed by these sources.

ABC has paid no dividend since the latest public issuance of the stock last May. Its immediate future, as an investment, is, by conservative estimates, not rewarding. ABC, which unlike RCA and Columbia, depends entirely upon revenue from broadcasting, stands to make lean earnings in the next year because of the cost of television.

An indication that the company itself anticipated a period of high costs of television unaccompanied by commensurate gains in AM broadcasting revenues was seen in its recent reduction of personnel at its New York headquarters and its diversion of budget funds to television.

Although top executives strenuously denied that personnel firings had been general or that substantial money had been withdrawn from AM operations and diverted to television, it was understood that more than a dozen employes were released and that budget requests by some department heads, based on 1948 spending, had been slashed as much as 25%. The money thus withdrawn would be spent on video.

AM OR FM VIDEO?

FCC Urges Industry Tests

THE BATTLE of FM vs. AM will be fought all over again in the visual portion of the upper (UHF) television band.

Already some experimental work on feasibility of using FM for the video signal has been done in the FCC's laboratory at Laurel, Md., employing a signal of approximately 75 mc.

Now the FCC, convinced that further experiments are justified, has proposed that the industry start intensive testing of FM picture signals in the upper band to determine if FM might be superior to AM for visual service.

Consensus of informal engineering views around the FCC seemed to be that Laurel findings, while showing promise for FM picture service, can't possibly be good enough to justify upsetting of the present VHF television band.

Upset Manufacturing

Any thought of such a radical change in present TV standards would rock foundations of the entire manufacturing, station and related TV industries involving billions of dollars in investment, to say nothing of the effect on the million set owners, it was pointed out in industry circles.

Engineers familiar with the Laurel experiments recognize, however, that the FCC has produced results justifying further experiments. This opinion was not unanimous.

The results were discussed at length last week by the NAB Engineering Executive Committee. Appearing at the committee's meeting (see story page 30) were John R. Willoughby, FCC acting chief engineer, and Hart Cowperthwait, acting chief of the FCC Television Broadcasting Section.

According to NAB, Mr. Willoughby said the experiments reveal promise and indicate more freedom from interference if FM is used instead of the present AM video signal. He declared it im-

(Continued on page 53)

Affiliation Report

At yearend network affiliations were:

Network	AM	TV	
ABC	272	15	
CBS	179	20	
DuMont		18	
Mutual	519	3	(Interim op.)
NBC	170	39	

GM's AUTO SHOW

CBS-TV Net Time Bought

GENERAL MOTORS Corp., Detroit, will sponsor a one-time telecast on the full CBS-TV network from New York to Chicago, Jan. 24, 9-9:30 p.m., showing highlights of the company's auto show to be held Jan. 20-27, at New York's Waldorf-Astoria Hotel.

Program, named after the show, *Transportation Unlimited*, will be filmed by Universal International at the press preview Jan. 19 and during the opening days of the show and rush-processed for televising in mid-show week. To expedite production, the musical score will be recorded on film in advance and the picture footage matched with the music. Each car will have its own theme: "In My Merrie Oldsmobile," "See the USA in Your Chevrolet," etc., with an unnamed "rich, luxurious theme" for Cadillac. Campbell-Ewald Co., New York, is handling the program.

The Pontiac Motors Division of General Motors Corp. will also sponsor a one-time program on a five-station CBS-TV eastern network, Jan. 21, 8-8:30 p.m. starring Dorothy Shay and Dick Haymes and also showing the Pontiac display at the GM auto show. MacManus, John & Adams, Detroit, is the agency for this program, to be produced jointly by CBS and Mildred Fenton.

Ostby Resigns

NORMAN OSTBY, assistant to vice president of ABC Western Division, has announced his resignation effective Jan. 15, after 11 years with the network and NBC before that. Mr. Ostby first joined NBC New York as network salesman in 1938. Later he was instrumental in setting up the sales service department for the Blue when it was separated. He moved into the station relations department in 1942 and in January 1946 went to Hollywood as assistant to the vice president in addition to the duties of public service director and public relations director.

WJAS to Hollingbery

APPOINTMENT of George P. Hollingbery Co. as exclusive national representative for WJAS Pittsburgh, effective Jan. 13, was announced last week by H. K. Brennen, president and general manager of the basic CBS outlet. The station, established in 1921, operates with 5 kw on 1320 kc fulltime.

ROBERT SWEZEY *Named Executive V.P. Of WDSU Stations*

ROBERT D. SWEZEY, who resigned as vice president and general manager of Mutual two months ago [BROADCASTING, Nov. 8, 1948], last week became executive vice president of WDSU Broadcasting Services Inc., operator of WDSU, WDSU-FM and WDSU-TV New Orleans.

Mr. Swezey was also elected to the board of directors. He will take his new post Feb. 1.

Fred Weber, former general manager of Mutual, has resigned as general manager of the WDSU

Mr.Swezey

Mr. Weber

operations to return to station management in the East. Mr. Weber was part owner of the station prior to its acquisition by the Stern family a few months ago.

A graduate attorney, Mr. Swezey served as vice president and general manager of MBS for four years. He was previously associated, successively, with NBC as attorney, with Blue Network as general counsel and secretary.

Resignation from Mutual

His resignation from Mutual was unexpected and marked the end of a long-time business association between him and Edgar Kobak, Mutual president. Mr. Kobak was executive vice president of Blue at the time of Mr. Swezey's service with that network.

Mr. Swezey quit Mutual in a dispute over an executive reorganization which he believed diminished the stature of his No. 2 job at the network.

In anouncing Mr. Swezey's appointment as executive vice president of the New Orleans properties, Edgar B. Stern Jr., president of WDSU Broadcasting Services Inc., said: ". . . We feel that we are operating the outstanding radio, FM and television properties in the South, and Mr. Swezey's background training and experience with the leading networks of the country place us in a position to provide greater entertainment and public service to our listeners in both radio and television through the benefit of Mr. Swezey's ability and experience in those fields."

Mr. Swezey, who is married and the father of three young children, will move his family to New Orleans.

THIRD SERIES

Readied by Eells' Syndicate

LAST WEEK *Adventures of Frank Race* was signed as third program in Broadcasters Program Syndicate, cooperative program syndication group, directed by Bruce Eells & Assoc., Hollywood. Transcriptions of the program, a weekly half-hour mystery-adventure series, will be available for delivery to syndicate member stations Feb. 20.

The other two shows are five-weekly quarter-hour *Pat O'Brien—From Inside Hollywood* and weekly half hour *Frontier Town*. Distribution of the former started Dec. 15. *Frontier Town* is scheduled for distribution late this month.

Drawn for BROADCASTING by Sid Hix

"The networks have hit on an equitable method of deciding who gets the choice time on the coaxial cable."

HAYMES SIGNED

In Big World Contract

SIGNING of Dick Haymes to an exclusive three-year transcription contract as part of the biggest talent budget in its history was announced last week by World Broadcasting System.

John Sinn, president of World, said that Mr. Haymes will be presented in a special package program in the World library. He will be accompanied by Carmen Dragon and his orchestra, with guest spots by songstress Helen Forrest. All the recordings will be done on the West Coast, starting this week. Financial details were not divulged.

Also announced were new exclusive transcription contracts with David Rose, Eddie Howard, Ray Bloch and Lynn Murray.

Other World changes: A. P. Sambrook, formerly head of station relations, has become commercial manager of its new commercial department, George Fields is taking over midwestern sales territory and the World office in Chicago is now consolidated with the Ziv Co. office at 360 N. Michigan.

PEPSODENT

In Home Permanent Field

PEPSODENT Division of Lever Bros. enters the home permanent wave field in mid-January with the nation-wide introduction of its Rayve Home Permanent kit using spot announcements, a network show, newspapers and magazines.

Effective Jan. 31, a blanketing campaign of spot radio announcements will be launched on 90 stations with a combined listening audience of more than 40 million. J. Walter Thompson, Chicago, is handling the radio campaign.

The agency is also currently viewing several shows for sponsorship of a daytime AM network show.

Zimmer Meet Dropped

PROPOSAL by Graeme Zimmer, radio director of WCSI-WWNI Columbus, Ind., FM outlets, to hold a "rump" meeting of FM Assn. members in Chicago this week [BROADCASTING, Jan. 3], has been dropped, Mr. Zimmer stated last week. The meeting was to have been attended by FMA members who do not approve of present association management and policies. Mr. Zimmer indicated opposition to present policies of the FMA board could be more effectively developed at the next board meeting, likely to be held in a few weeks.

ASCAP Conclave

THE FIRST postwar convention of ASCAP's field force will be held the week of Jan. 31 in New York, President Fred E. Ahlert announced last week. No similar conclave has been held since 1942.

BMB SOLUTION

Funds Sought; Baker Directs Study

By BRUCE ROBERTSON

EXECUTIVE COMMITTEE of BMB last week responded to criticism of BMB operation and demands for a method more responsive to wishes of the broadcasters who provide its financial support. Following a two-day meeting in New York the committee announced resignation of John Churchill as research director and NAB's loan of its director of research, Dr. Kenneth H. Baker, to BMB to supervise the second nation-wide study of station and network audiences.

This study "will proceed on schedule this March," the committee stated, with reports of results to be published in September. Some 600,000 ballots will be mailed in March to radio families comprising a representative cross-section in every county in the country, plus every city of 25,000 population or more in metropolitan areas and of 10,000 or more elsewhere.

All broadcasting station cities down to 5,000 population will be individually surveyed and all subscriber station cities regardless of size.

Ample Financing

The committee announced it had taken "steps to assure ample financing not only for operating the bureau and servicing its subscribers, but also for such activities as may be authorized on recommendation of the Engineering Advisory Committee, Television Research Committee and experimental work on research techniques."

The chief "step" was to authorize and instruct BMB President Hugh Feltis to launch an intensive sales campaign designed to bring the total of subscribers up to at least the 1,000 mark set as a goal by the NAB board last fall. BMB presently has 802 subscribers, made up of 648 AM stations, 133 FM, 13 TV, plus national and regional networks.

Justin Miller, NAB president and member of the BMB Executive Committee, supplemented the committee statement by explaining that "broadcasters who already have paid two-thirds of their subscriber fees into BMB's treasury for the 1949 study assure the practical completion of that study provided that they continue their financial support and presuming careful control of bureau expenses, supplemented by a concentrated selling campaign."

It is understood the overall cost of conducting the nation-wide survey will come to about $600,000 and that if all present subscribers continue their payments, the BMB treasury at the completion of the study will have some $500,000 on hand. This means that to avoid a deficit to be paid out of future collections BMB should sign up enough stations to assure an additional $100,000 revenue. About 100 stations on the average, with somewhat fewer if they are high-income stations and somewhat more if they are in the lower income class.

Future of BMB beyond the completion of the upcoming study is somewhat less than clear. The Executive Committee reported that a check with leading advertisers, agencies and broadcasters "disclosed a renewed conviction of the value of and need for preserving the tripartite principle and continuing an operation of this nature."

Each to Study Own Needs

The committee further explained that to meet this "expressed need" each of BMB's three-member associations—ANA, AAAA and NAB—will study its own radio research needs that can best be served by a tripartite organization.

When this is done, the BMB board will review the recommendations of each group and then determine "whether to reorganize the bureau or establish a new structure that more clearly recognizes the changing needs of the industry."

This was interpreted to mean that each association will ask its members: "What do you want in radio research that can best be provided by a tripartite organization like BMB rather than by an independent commercial research company or otherwise?" The BMB board will appraise the expressed desires of the advertisers, agencies and broadcasters in the light of changing conditions in the field of broadcasting, such as the rapid development of television, and will then determine how it can best function in the interests of all three groups. No deadline has been set, but presumably the reorganization will occur before the end of 1949.

Mr. BAKER

The obvious advantage of tripartite control of audience research is in establishing the methods and results that are mutually satisfactory to the sellers of radio time (the broadcasters) and the buyers (the advertisers and agencies), it was stated.

An equally obvious disadvantage is that the buyers and sellers may not always agree on what techniques are best. In cases like BMB, where the sellers supply all of the organization's financial support, this may be further complicated by a natural desire on the part of those who are paying the bill to have the final say on what they are buying.

Officially, there is no word of any break on BMB policies between the advertisers and agencies on the one hand and the broadcasters on the other. Yet in accepting the "resignation" of Mr. Churchill and in filling his place with the research head of NAB, who remains an employe of NAB, BMB apparently is bowing to broadcaster complaints of the previous conduct of bureau affairs.

After long underground rumblings, these broadcaster complaints broke out into the open at the NAB board meeting last November.

The following week, in accordance with the NAB requests, BMB announced a realignment of top personnel and the creation of an

(Continued on page 55)

CLEAR BREAKDOWN

Johnson Renews Fight

A MEASURE to restrict AM stations to 50 kw and open the clear channels for duplication, was among the hundreds of bills thrown into the hopper of the 81st Congress last week.

Sen. Edwin Johnson (D-Colo.), arch foe of power beyond the present 50 kw limit, was author of the measure, which bears a very close resemblance to a bill he introduced during the 80th Congress. The proposal (S-491), introduced last Thursday, would amend Section 303 of the Communications Act.

The amendment provides that no station operating in the AM broadcast band from 540 to 1600 kc should be granted a license to operate with power in excess of 50 kw. It also stipulates that FCC will adopt no rule, regulation or condition "which provides that not more than one station shall be assigned to a Class I-A channel."

During the Republican-controlled 80th Congress, a Congressional committee for the first time in 21 years of radio regulation conducted hearings on the controversial clear-channel question.

Hearings were held on the Johnson Bill (S-2231) to break down clear channels and keep the power ceiling at 50 kw. When the smoke cleared, provisions of the Johnson bill were incorporated in the White Bill (S-1333), which cleared a major hurdle—approval by the Senate Interstate and Foreign Commerce Committee. But the committee approval was considered more of a gesture to Sen. Wallace H. White Jr., retiring committee chairman, and did not receive attention on the Senate floor or in the House.

Introduction of the clear channel-cracking measure in the Democratic-controlled 81st Congress is expected to cause much more anxiety in the clears' camp than it did a year ago. This time, the Colorado solon is chairman of the Senate Commerce Committee, to which the bill was referred.

Clear Decision Still Awaited

FCC has yet to render a decision on the clear channel case it has been studying. Its examination of evidence was interrupted last March when, on the prodding of Senator Johnson, acting chairman of the Senate Commerce Committee, Sen. Charles W. Tobey (R-N. H.), instructed the Commission to take no action on the clear channel proceedings pending the Congressional hearings. The order was later withdrawn.

At that time Sen. Johnson told the Senate if the FCC were permitted to settle the question such action would be tantamount to the tail wagging the dog. He suggested that the Senate be given the opportunity of studying the matter.

Sen. Johnson, asked Friday whether he had asked or intended to ask FCC to defer action on a clear channel decision pending a Congressional study, replied he had "no plans at present."

Hearings on the issue will be held, if they are found to be necessary, the Colorado legislator said.

He told BROADCASTING no hearings had been scheduled and that he had no immediate plans for them.

The clear channel stations' hopes of power above 50 kw had been successfully nipped once before in

(Continued on page 46)

INAUGURATION

Coverage Plans Final; Music Cleared

AS THE INDUSTRY made its final plans last week for all-out coverage of one of the year's biggest events, blanket clearance on all ASCAP and BMI music and the blessings of James C. Petrillo were given for festivities ushering in President Truman's second term.

Clearance on all ASCAP music for radio and television networks which will carry to vast audiences, all or parts of the Inaugural gala on Jan. 19, oath ceremonies, the parade and Inaugural Ball Jan. 20, was offered in a telegram to Melvin D. Hildreth, general chairman of the Inaugural Committee. The message was initiated by ASCAP President Fred E. Ahlert.

Identical courtesies were extended for BMI by its vice president, Robert J. Burton.

Petrillo Sends Message

Permission for participation of American Federation of Musicians members was contained in a message from AFM President James C. Petrillo.

Kenneth D. Fry, Inaugural radio director, estimated that 550 radio and television men—commentators, announcers, cameramen, directors, rewrite men, engineers, reporters and electricians—will lend their efforts to bring a word and visual picture into millions of homes throughout the nation.

Midwest audiences will get their first major on-the-spot news telecast from the Nation's Capital. Stations of the four eastern and midwestern video networks, linked Jan. 11 by coaxial cable, will receive a pooled telecast of proceedings.

Hardly a vantage point in Washington will be lacking the familiar microphones and cameras. Coverage is planned from various buildings, stands, mobile units, airplanes, a blimp and a helicopter.

The gala from 8:30 to 11:30 p.m. Jan. 19 and the ball from 10 p.m. Jan. 20 to 2 a.m. Jan. 21 will be covered by the 4 AM networks, Continental FM network and the television networks, through a pooled arrangement.

Heavy coverage will be given by television newsreel companies planning to fly their films immediately to video stations off the coaxial path.

The Inaugural gala will feature the largest musical organization ever assembled in Washington. Composed of 525 musicians and a 185-voice chorus, it will be heard as the grand finale to the variety show.

Comprising the orchestra will be members of the National Symphony, the Army, Navy, Air Force, and Marine Corps bands, and an ensemble of 32 specially selected musicians.

Participating Bands

Taking part in the two and one-half hour show, but not participating in the finale, will be the bands of Lionel Hampton and Phil Spitalny.

The orchestras of Guy Lombardo and Phil Spitalny will play for the Inaugural Ball.

Stars entertaining for the gala will include Edgar Bergen, with Charlie McCarthy and Mortimer Snerd; Phil Harris and Alice Faye, Margaret O'Brien, Lena Horne, Jane Froman, Dick Haymes, Joan Davis, Gene Autry, George Jessel, Gene Kelly, Jane Powell and Kay Starr.

LINE OF MARCH for the Inauguration Parade will start at the Capitol, lower left, following the black line up Constitution Ave. to Pennsylvania Ave. where it will go diagonally to 15th St., N. W. There, at the Treasury Dept., the parade turns right for three blocks until it again hits Pennsylvania Ave. The parade then turns left past the White House, upper right, and disbands at 17th St.

* * *

CONTINENTAL

Network Plans for Inaugural

CONTINENTAL FM Network will add western Pennsylvania and New England this week, feeding its Inauguration coverage to groups of stations in those areas.

Hudson Eldridge, WASH (FM) Washington, network manager, said an 8,000-cycle wire link from New York to Boston will provide Continental stations to the New England Group, which consists initially of four stations with others in the negotiation stage. Continental now has a 15,000-cycle line to Alpine, N. J.

The fulltime line to Boston will feed WXHR (FM) Boston, operated by Harvey Radio Labs in conjunction with WTAO, AM outlet. Others on the link will be WPJB-FM, *Providence Journal* station; WACE-FM Springfield, Mass., with the AM outlet using some of the service on a delayed basis; WHAV-FM Haverhill, Mass. Negotiations are under way in Portsmouth and Berlin, N. H.; Augusta, Me.; North Adams, Mass.; Hartford-New Britain-Meriden area, and others.

A special events line of 5,000 cycles will feed Universal Network in the tri-state area around Pittsburgh. The hookup may be expanded to cover a score of FM outlets. Key station is WKJF (FM) Pittsburgh. Others are WNIQ (FM) Uniontown, Pa.; WFAH (FM) Alliance, O.; WAJR-FM Morgantown, W. Va.; WISR-FM Butler, Pa.; WMEW-FM Meadville, Pa.; WAVL and WAVL-FM Apollo, Pa.; WPIC-FM Sharon, Pa.

Universal also will take the Continental high-fidelity tape service, which is being fed to an eight-state midwestern area and a hookup on the West Coast and in Florida.

NBC IS SUED

Million in Damages Asked

DAMAGES of $1.2 million are sought from NBC and three other defendants in a suit filed in U. S. District Court at Fort Worth Jan. 12 in behalf of William E. Ballard, of Palo Pinto County, Texas. Mr. Ballard alleges that NBC used a copyrighted idea of his on its *People Are Funny* program last September and October without his consent.

Defendants, besides NBC, are: Russel M. Seeds agency, Chicago; Brown & Williamson Tobacco Corp., and Raleigh Cigarettes.

Mr. Ballard asserts that he is the author and sole owner of copyrighted matter known as "The Lucky Interview Introducing Secrets of the Little Black Fox." Date of the copyright was Feb. 12, 1948, according to the petition. It was this copyrighted material, the petition declares, that NBC used.

Petition asserts further that Mr. Ballard was closing a deal with a Texas businessman to sell exclusive rights to his copyrighted material in Texas for a fee of $25,000 and that the deal was not consummated after the material had been included in the *People Are Funny* broadcast. Plaintiff contends he suffered loss of $25,000 in each of the 48 states as a result of alleged infringement and piracy of copyrighted material.

FCC REORGANIZATION

Temporarily Delayed

REORGANIZATION of the FCC into semi-autonomous panels, although approved in principal [BROADCASTING, Jan. 10], was delayed temporarily last week pending final agreement on details.

One of the principal points of disagreement was the degree of autonomy to be given the three panels. Comr. Frieda B. Hennock in particular was understood to feel that the plan as drawn up did not give the panels enough authority, especially in its provision for automatic appeal from a panel to the full Commission.

She also felt there should be more definite plans for personal assistants for each Commissioner, it was reported.

Vice Chairman Paul A. Walker also was understood to favor greater autonomy for the various divisions.

Under the Communications Act, which gives the Commission authority to divide itself into panels, the members of each division elect their own chairman. The panel assignments and probable chairmen, as disclosed originally, are:

Broadcast Panel — Rosel H. Hyde, chairman; George E. Stirling and Frieda B. Hennock.

Common Carrier Panel—Paul A. Walker, chairman; E. M. Webster and Robert F. Jones.

Safety & Special Services Panel —E. M. Webster, chairman; Paul A. Walker and Robert F. Jones.

Chairman Wayne Coy would concentrate on administrative duties and sit on no panel except in the absence of a regular member, according to the proposal. The full Commission would handle all matters not specifically assigned to a panel, including general rule-making, overall allocations and similar affairs which affect all panels.

With Comr. Sterling at the high frequency conferences at Mexico City, and Comr. Webster slated to attend a meeting of the Dominion Marine Assn. at Montreal this week, it appeared unlikely that action on the plan would be taken before next week.

Chairman Coy reportedly is supporting the plan as a means of retaining the services of Comr. Webster, who has indicated he will not accept reappointment when his term expires June 30 unless there is a reorganization of the Commission into divisions.

The plan which the Commission has agreed upon in principle was advocated almost a year ago by Comr. Jones, in the course of comments which the Senate Interstate & Foreign Commerce Committee had solicited in connection with the then-pending White Bill to amend the Communications Act.

NRDGA AWARDS

ZCMI, Joske's, Polsky's Win

A RETAILERS' landslide into radio is an immediate prospect if the annual radio competition sponsored by the National Retail Dry Goods Assn. is any indication, Maurice Mitchell, NAB's director of broadcast advertising, said last Wednesday.

Mr. Mitchell

Mr. Mitchell, speaking at the sales promotion session of NRDGA's annual convention at New York's Statler Hotel, announced awards in the association's annual national radio contest.

This year's event, Mr. Mitchell said, was significant in that the number of entries broke all records, and judges agreed that the calibre of programs submitted was of "the highest ever."

Sales results directly traceable to radio promotion were reported far in excess of previous years, he disclosed, with the winning stores achieving a standard of excellence unequalled in any other retail advertising medium.

The number of entries in the contest—50% greater than last year, 300% higher than in 1946, confirms the imminence of a mass retailer entry into radio, Mr. Mitchell pointed out. Whereas only a few years ago retail advertising was far behind network and national spot in radio's overall picture, in 1947 it forged ahead to become radio's chief source of income. In 1948 retailers again led all others in use of radio, he said.

Once again, Mr. Mitchell declared, the entries in this contest have emphasized the points that NAB and NRDGA have jointly plugged for several years. They are:

1. The importance of understanding your objective.

2. The value of the beamed program technique.

3. The economy and effectiveness of complete co-ordination of *all* media.

Retail advertising departments without a skilled radio advertising staff, Mr. Mitchell said, "are months and years behind the field." The superb quality of the programs entered in this year's contest, and the advertising techniques embodied in the entries signify the importance of radio and the necessity for "bright, modern, hard-hitting selling specialists who know how to use radio as it should be used—as a basic medium," he said.

Mr. Mitchell announced that once again NAB will make available studies of the entries in a soon-to-be released booklet.

Three Groups

Winners in the 1948 NRDGA competition were classified into three groups, according to dollar volume. Programs also were judged in various categories, which were "General Family," "Women's," "Teen-Age," "Children's," "Farm" and "Men's."

Stores winning prizes in more than one category included Zion's Co-operative Mercantile Institution, Salt Lake City, whose concentrated radio efforts and related sales promotion were rewarded with three prizes. Also, NAB made a special commendation to ZCMI for "the best over-all job of radio programming and advertising by a retail store."

The store's winning programs, *The Utah Symphony Hour*, beamed to the general family, *Campus Varieties* for college and junior college listeners, and *The Story Princess* for moppets in the 4 to 10 group, won third, first and grand NRDGA prizes respectively.

ZCMI is a Class "B" store in the NRDGA scale, i.e., $5 million to $15 million yearly volume.

In Class "C," $15 million or over, Joske's of San Antonio, and Polsky's of Akron, were multiple winners (see full list of awards on this page), with the former receiving third prizes in "General Family," "Women's" and "Farm" categories; and the latter, two second prizes, for programs beamed to women and farmers.

NRDGA—Awards to Retailers—1948

Store	City	Program	Station	Award
GENERAL FAMILY PROGRAMS				
1. Class "C" ($15 million and over in volume)				
Hecht Co.	Washington	Community Reporter	WGAY	Grand
Wieboldt's	Chicago	Melody Lane	WBBM	Grand
Sibley, Lindsay & Curr	Rochester	Dawn Patrol	WHAM	First
The Fair	Chicago	News on the Spot	WMAQ	Second
Bon Marche	Seattle	Piano Melodies	KOMO	Second
Joske's	San Antonio	Good Morning Show	KTSA	Third
2. Class "B" ($5 million to $15 million)				
James Black Dry Goods Co.	Waterloo	RFD 1540	KXEL	First
McCurdy & Co.	Rochester	Little Symphony	WHAM	Second
Rhodes Dept. Store	Seattle	Top Seven	KJR	Second
Zion's Co-op Mercantile Inst.*	Salt Lake City	Utah Symphony Hour	KSL	Third
3. Class "A" (Up to $5 million)				
Pomeroy's	Pottsville	Tone Portraits	WPAM	Grand
Bigelow's Dept. Store	Jamestown	Dunigan Family	WJTN	First
Sam Shainberg Dry Goods Co.	Memphis	High Noon Roundup	WMPS	Second
John Bressmer Co.	Springfield, Ill.	Upon Reflection	WCVS	Third
WOMEN'S PROGRAMS				
1. Class "C"				
Ed Schuster & Co.	Milwaukee	The "Carla" Program	WTMJ	Grand
Sibley, Lindsay & Curr	Rochester	Tower Clock Time	WHAM	First
Polsky's	Akron	Lynn Lawrence	WAKR	Second
Joske's	San Antonio	For the Ladies	KTSA, KONO	Third
2. Class "B"				
Kaufman-Strauss	Louisville	Coffee Call	WHAS	First
Pomeroy's	Reading	Priscilla Pomeroy	WHUM	Second
3. Class "A"				
B & M	Peoria	Serenade in Style	WMBD	First
George Wyman & Co.	South Bend	The Time, The Place, The Tune	WSBT	Second
CHILDREN'S PROGRAMS				
Zion Co-op. Mercantile Inst.	Salt Lake City	The Story Princess	KSL	Grand
Lit Bros.	Philadelphia	Magic Lady Supper Club	WFIL	Grand
Emporium	St. Paul	Once Upon a Story Time	WMIN	First
TEEN-AGE PROGRAMS				
John Shillito Co.	Cincinnati	Junior Town Meeting	WSAI	Grand
Polsky's	Akron	Teen-Age Hi Jinx	WHKK	First
Zion Co-op Mercantile Inst.	Salt Lake City	Campus Varieties	KUTA	First
FARM PROGRAMS				
C. M. Guggenheimer	Lynchburg	Farm Reporter	WLVA	First
James Black Dry Goods Co.	Waterloo	Neighbors News	KXEL	Second
Joske's	San Antonio	Farm and Ranch News	KTSA	Third
MEN'S PROGRAMS				
James Black Dry Goods Co.	Waterloo	Grant Price and The News	KXEL	First
Polsky's	Akron	Evening News	WHKK	Second

* Special [NAB] commendation award for best over-all job of radio programming and advertising by a retail store.

SUNDAY NIGHT

Hooper Fight Goes On

PACED by its newly acquired Jack Benny program, CBS Sunday evening programming led the Hooper parade for the second week Jan. 9.

Fred Allen, only NBC show to lead CBS opposition in the critical Sunday hours a week before, fell behind his opposition Jan. 9.

The lineup:

6.30-7 p.m., CBS, Spike Jones for Coca-Cola, 10.5 rating; NBC, Ozzie & Harriet for International Silver Co., 10.4.

7-7:30 p.m., CBS, Jack Benny for American Tobacco Co., 27.3; NBC, Horace Heidt for Philip Morris & Co., 11.4.

7.30-8 p.m., CBS, *Amos 'n' Andy* for Lever Bros., 19.1; NBC, Phil Harris-Alice Faye for Rexall Drug Co., 13.3.

8-8:30 p.m., CBS, *Sam Spade* for Wildroot Co., 11.2; NBC, Fred Allen for Ford Dealers of America, 10.7.

8:30-9 p.m., CBS, *Life With Luigi*, sustainer, 8.6; NBC, *NBC Theatre*, sustainer, 8.2.

PALEY

CBS Talent Efforts Concentrated

THE "MISSION TO HOLLYWOOD" by CBS Board Chairman William Paley last week has given rise to speculation that his round of West Coast conferences in reality represented the network's initial invasion of the ABC talent chest and additional raids on NBC.

If Mr. Paley's Hollywood schedule was merely window-dressing, which observers seriously doubt, he, at least, held a decided winning edge for a war of nerves.

What actually transpired during his many impressive conferences remained a matter only of Mr. Paley's and his conferees' personal knowledge. But, in the light of recent developments in the "Battle of the Stars," his conference held deep significance to seasoned observers.

Raids on the NBC corral had already netted CBS Charles Correll and Freeman Gosden, the Amos 'n' Andy team, and comedian Jack Benny.

Part of Mr. Paley's activities during the week included conferences with major motion picture studio officials. This included a session with MGM's Dore Schary and Harry M. Warner, reportedly on the topic of television film production possibilities.

Jules Stein, head of MCA, and Lew Wasserman, another MCA executive, also spent considerable time with the CBS official. Their conversation purportedly involved other radio personalities still on NBC—with the gamut running from Fibber McGee and Molly to *Duffy's Tavern*.

The CBS board chairman and other principals didn't have anything to say about their conferences. But the actions spoke loudly for themselves. Some facts did become known. Mr. Paley did meet with Edgar Bergen. It was not known whether the ventriloquist signed or not, but according to prevailing talk, he was strongly considering a ticket to CBS.

Bing Crosby also got into a huddle with Mr. Paley, who was believed to have been eager to meet

(Continued on page 49)

ABC's GROSS

Tops $44 Million in '48

ABC GROSS network time sales for 1948 amounted to $44,303,376, according to figures released last week. This total compares to 1947's billings of $43,548,057, representing an increase of 1.7%, or $755,319.

Dancer-Fitzgerald-Sample, New York, was ABC's highest spender in 1948, purchasing network time to the amount of $5,361,292, some $1,470,000 more than J. Walter Thompson Co., which placed second.

General Mills, Minneapolis, was the leading ABC advertiser for the year, billing a total of $4,666,348 worth of the network's time, $1,787,000 more than Procter & Gamble, Cincinnati, who spent $2,879,348 on ABC for second place.

Food and food products, with $15,981,823 in ABC billings, led over the second-high drugs and toilet goods classification by $7,658,074.

1948 ADVERTISERS

General Mills	$4,666,348
Procter & Gamble	2,879,348
Philco	2,128,069
Swift	2,112,742
Sterling Drug	2,025,268
Quaker Oats	1,973,205
Libby, McNeill & Libby	1,778,550
Toni, Div. of Gillette	1,714,040
Westinghouse (Lamp Div.)	1,318,029
U. S. Steel Corp. of Dela.	1,052,090
Kellogg	1,048,640
Texas Co.	1,029,210
Gillette Safety Razor Co.	894,669
Equitable Life Assurance	876,747
Andrew Jergens Co.	804,832
Bristol-Myers	770,003
Norwich Pharmacal	726,525
P. Lorillard	700,500
Nash-Kelvinator	689,199
General Electric (Lamp Dept.)	673,398
R. J. Reynolds Tobacco	673,318
National Biscuit	668,882
Curtis Pub.	666,657
Seeman Bros.	636,551
Pacific Coast Borax	615,225
Derby Foods	613,100
Southern Cotton Oil	595,940
Nestle's	588,941
Goodyear	541,500
Pillsbury Mills	515,520
Universal Match	421,851
Frank H. Lee Co.	404,195
Elgin-American Div. Ill. Watch Case Co.	378,942
Politics	365,673
Carter Products	358,284
Noxzema	328,002
Christian Science Pub.	309,938
American Oil	305,462
American Railroads	298,560
America's Future	294,913
Standard Labs	292,707
American Express	287,154
Air Force Recruiting	278,338
Speidel Co.	262,269
Champion Spark Plug	252,619
Drackett Co.	248,573
United Electrical, Radio & Machine Workers of America	238,025
Farnsworth	213,362
Mutual Life Insurance	186,618
General Foods	177,552
Wine Growers Guild	171,576
Railroad Trainmen	162,883
Eversharp	147,839
L. E. Waterman Co.	146,656
John Morrell & Co.	133,798
Arabian-American Oil Co.	133,242
Smith Bros.	128,086

GROSS TIME SALES
1947 and 1948

Month	1948	1947	1948 Gain or Loss over 1947 Monthly	Cumulative
Jan.	$3,989,001	$3,577,008	$+411,993	$ +411,993
Feb.	3,792,256	3,241,101	+551,155	+963,148
March	4,076,207	3,568,895	+507,312	+1,470,460
April	3,997,640	3,453,150	+544,490	+2,014,950
May	4,045,384	3,628,602	+416,782	+2,431,732
June	3,488,474	3,377,565	+110,909	+2,542,641
July	2,793,180	3,470,190	—677,010	+1,865,631
Aug.	2,787,805	3,376,483	—588,678	+1,276,953
Sept.	3,164,857	3,656,012	—491,155	+ 785,798
Oct.	4,279,369	4,203,034	+ 76,335	+ 862,133
Nov.	3,908,034	3,903,944	+ 4,090	+ 866,223
Dec.	3,981,169	4,092,073	—110,904	+ 755,319
Total	$44,303,376	$43,548,057		

Fruehauf Trailer	125,497
Club Aluminum Products	125,422
Bosco	94,851
Swarl Products Div. of Allied Chemical & Dye	85,629
Kaiser-Frazer	82,000
Richfield Oil	81,168
Paul F. Beich Co.	79,617
Reichhold Chemicals	73,050
First National Stores	71,448
Benjamin Moore & Co.	69,366
Whitehall Pharmacal	69,183
Tucker	66,618
Revere Camera	54,507
Mantle Lamp	40,273
Calif. Medical Assn.	32,688
Fisher Flouring Mills	29,305
Stanley Home Products	23,842
General Motors	23,096
Wilson Sporting Goods	22,380
"42" Products	21,980
Consolidated Royal Chemical	20,677
Butler Packing	19,616
Mode O'Day	17,684
Clary Multiplier	11,596
United Steel Workers of America	11,176
McKesson & Robbins	8,118
Sixth Army Command	7,512
Beauty Factors	7,248
William H. Wise & Co.	7,084
Shontex	6,288
Fisher Body Div., Gen. Motors	4,134
Pacific Greyhound Lines	3,856
Clear Weave Stores	2,304
Total	$44,303,376

AGENCIES

Dancer-Fitzgerald-Sample	$5,361,292
J. Walter Thompson Co.	3,891,292
McCann-Erickson	3,139,435
BBDO	2,392,145
Compton Adv.	2,225,036
Hutchins Adv.	2,128,069
Kenyon & Eckhardt	1,717,630
Foote, Cone & Belding	1,714,040
Benton & Bowles	1,549,931
Kudner Agency	1,504,820
C. J. LaRoche & Co.	1,138,289
Warwick & Legler	1,090,109
William H. Weintraub & Co.	1,034,720
Knox Reeves Adv.	1,005,740
Maxon Inc.	980,298
Sherman & Marquette	834,916
SSC&B	814,372
Robert W. Orr & Assoc.	804,832
Doherty, Clifford & Shenfield	770,003
Lawrence C. Gumbinner Adv.	726,525
Lennen & Mitchell	700,500
Geyer, Newell & Ganger	689,199
William Esty Co.	673,318
Needham, Louis & Brorby	613,100
Schwimmer & Scott	421,851
Young & Rubicam	426,125
Tatham-Laird	393,767
Weiss & Geller	378,942
Politicals	365,673
Leo Burnett Co.	352,096
Roche, Williams & Cleary	347,214
H. B. Humphrey Co.	309,938
The Joseph Katz Co.	305,462
Andrew Gahagan Assoc.	294,913
J. M. Mathes Inc.	287,154
Gardner Adv.	278,338
Cecil & Presbrey	262,269
MacManus, John & Adams	252,619
Weinstein & Co.	238,025
Buchanan & Co.	226,362
Honig-Cooper	171,576
William Von Zehle & Co.	162,883
Biow	147,839
Chas. Dallas Reach Co.	146,656
Henri, Hurst & McDonald	133,798
Zimmer-Keller	125,497
Morris F. Swaney Inc.	82,006
Hixson & Jorgensen	81,168
Olian Adv.	79,617
John C. Dowd Inc.	71,448
St. Georges & Keyes	69,366
Roy S. Durstine Inc.	66,618
Brisacher, Van Norden & Staff	53,192
William Hart Adler Inc.	40,272
Swaney, Drake & Bement	33,016
Lockwood-Shackelford	32,688
Pacific National	29,305
No Agency	23,842
Ewell & Thurber Assoc.	22,380
Arthur Meyerhoff & Co.	20,677
Glasser-Gailey	17,684
Wiltman & Callahan	11,176
Russell, Harris & Wood	7,512
Wesley Assoc.	7,248
Huber Hoge & Sons	7,084
Fitz-Carlson-Cash	6,288
J. D. Tarcher & Co.	6,026
Beaumont & Hohman	3,856
Doherty Advertising Co.	1,920
Lester L. Wolff Inc.	384
Total	$44,303,376

CLASSIFICATIONS

	1948
Foods and Food Products	$15,981,823
Drugs and Toilet Goods	8,323,749
Radios, Refrigerators, Phonographs & Electrical Appl.	5,022,057
Laundry Soaps and Cleansers	2,692,843
Lubricants, Petroleum Products and Fuel	1,549,082
Cigars, Cigarettes and Tobacco	1,373,818
Publications	1,351,642
Household Furnishings and Acces.	1,123,142
Insurance	1,096,053
Automobiles, Trucks and Acces.	1,095,464
Steel	1,052,090
Jewelry and Acces.	787,867
Transportation and Travel	589,570
Confectioneries	501,468
Clothing and Dry Goods	424,183
News Programs Sponsored by Labor Unions	400,908
Politicals	365,673
Miscellaneous	297,446
Wines	171,576
Paints	69,366
Sporting Goods	22,380
Controversial Issues Programs	11,176
Total	$44,303,376

MBS BILLINGS

Near $23 Million in '48

TOTAL BILLINGS on MBS last year reached $22,769,464, an increase of $396,753 over the $22,372,711 figure Mutual billed in 1947, according to figures released by the network last week.

Cecil and Presbrey, New York, purchased more time on Mutual than any other agency. The firm, which three years ago placed less than half million dollars, bought $2,049,850 worth of Mutual time. Shows placed by the agency are *Twenty Questions* for Ronson, *Heart's Desire* for Philip Morris, now off the air, and *Queen for a Day* for Philip Morris and Miles Labs.

Leading Mutual sponsor was the Ralston Purina Co., St. Louis, which spent $1,407,855 with the network. Ralston has bought over $1 million worth of MBS time every year since 1945.

The drug and toilet goods industry leads the list of advertisers industry-wise, with billings totalling $6,019,944, or almost double that of the foods and food beverages industry which placed with $3,626,312.

MUTUAL 1948 GROSS BILLINGS

Month	Monthly	Cumulative
Jan.	$2,072,002	$2,072,002
Feb.	2,073,260	4,145,262
March	2,089,090	6,234,352
April	1,907,971	8,142,323
May	1,850,634	9,992,957
June	1,639,517	11,632,474
July	1,512,664	13,145,138
Aug.	1,630,683	14,775,821
Sept.	1,755,932	16,511,753
Oct.	2,260,063	18,771,816
Nov.	2,039,250	20,802,066
Dec.	1,947,398	22,769,464
Total	$22,769,464	

MUTUAL 1948 EXPENDITURES BY INDUSTRY

1. Drugs & Toilet Goods	$6,019,944
2. Foods & Food Beverages	3,626,312
3. Cigars, Cigarettes & Tobacco	3,217,909
4. Automobiles & Accessories	1,938,913
5. Religious	1,652,998
6. Confectionery & Soft Drinks	1,265,047
7. Jewelry & Silverware	1,178,481
8. Finance & Insurance	728,706
9. Laundry & Household Supplies	626,880
10. Clothing & Dry Goods	593,413
11. Building Materials	425,780
12. Miscellaneous	410,507
13. Lubricant, Petroleum & Fuel	289,595
14. Paints & Hardware	287,671
15. Sporting Goods	247,233
16. Radio & Phonographs	116,038
17. Stationary & Publishers	87,739
18. Wines, Beer & Liquor	56,298
Total	$22,769,464

MUTUAL 1948 ADVERTISER EXPENDITURES

1. Ralston Purina	$1,407,855
2. Philip Morris	1,401,402

(Continued on page 48)

CBS, agency and Borden Co. officials got together at first broadcast of Borden-sponsored *County Fair* in its new time period, Wednesdays, 9-9:30 p.m. (EST) on CBS. L to r: Leonard Carlton, director of program; Win Elliot, m.c.; Red Reynolds, CBS sales department; Stuart Peabody, Borden's director of advertising; Newell Davis, CBS production staff; Bill Gernannt, producer of *County Fair*; Leonard Erikson, vice president and radio director of Kenyon & Eckhardt, which handles Borden account, and George Chatfield, K & E vice president and Borden account executive.

BUDGET

FCC Is Cut Under President's Message

By ED KEYS

A NEW FCC BUDGET higher than the current year's initial appropriation, but somewhat less than this year's actual expenditures will be, was recommended last week by President Truman.

The proposal, outlined in the President's budget message to the 81st Congress last Monday, would give the Commission $6,634,000 for the year starting July 1, 1949. This compares with a $6,351,000 appropriation for the current year. But the current appropriation is yet to be supplemented by some $367,000 to take care of salary increases voted during the last session of Congress.

Even though the new recommended appropriation would thus fall $84,000 short of this year's expected expenditures, observers felt FCC had achieved a minor triumph. For the figure proposed in the budget message was somewhat higher than the one reportedly set by the Budget Bureau in its original recommendation [BROADCASTING, Nov. 29, 1948].

The Commission was understood to have asked for $7,900,000 originally, and Chairman Wayne Coy and other FCC officials are known to have been active in seeking to persuade the Budget Bureau that its initial recommendation would be insufficient for FCC's workload.

The State Dept.'s "Voice of America" appeared destined for an appropriation comparable to this year's.

Estimates for the State Dept. are placed at $281,700,000, which is $66,200,000 less than the last appropriation.

It was recommended that $36,000,000 be granted for the international information and educational exchange program. Incorporated in this would be $15,500,000 for overseas activities. Approximately $14,900,000 would be allocated for domestic media facilities and services. Of the $14,900,000, the International Broadcasting Division's share for operation of the "Voice of America," would be only $8,603,104, as compared to its current $11,600,349 expenditures.

Actually, this is not the drastic slash it would appear to be, according to State Dept. officials.

The "Voice's" budget actually remains at a comparable level when roughly $3,000,000 allowed for radio relay construction costs in the current year are considered. These are non-recurring items, present only in the current budget.

Another $1,600,000 would be allowed for broadcasting facilities and the operation of overseas relay bases.

In an explanatory statement accompanying the message, President Truman said that FCC's broadcast activities through 1950 "will center on television and the backlog in standard broadcast station applications."

"Spectrum reallocation," he told Congress, "will continue through 1950 to be at the forefront among Commission problems.

"Frequency assignments of many United States stations will be changed to implement agreements reached at the 1947 Atlantic City Telecommunications Conference establishing international master frequency allocation tables.

"Considerable effort will be required, too, for the determination of definitive locations for specific services within the broad channel categories established at Atlantic City, through hearings, and continuous participation in international, regional, and industry conferences."

He pointed out that technological developments in television have created major problems in frequency assignments and application processing which will absorb considerable Commission time and effort to resolve successfully.

Increased attention to the large backlog, which on Nov. 30, 1948, numbered 793 applications, will be permitted by declines in applications for new standard stations and changes in facilities, according to President Truman.

Expansion to Continue

He also expects expansion in the use and variety of nonbroadcast services to continue through 1950. "To meet demands for these services," he asserted, "revision will be required of present frequency assignments for the several services.

"Common carrier regulations," he continued, "present extraordinary tasks for the Comission. "These were posed, according to the message, "by technological developments on rates, routes, service and other elements of the Commission's regulatory functions."

FCC's new proposed budget would provide for a maximum of 1,382 permanent employes with salaries totaling $5,614,582. A total of 902 employes, having an aggregate income of $3,666,237, would be in Washington and 480, whose salaries total $1,948,345, would be in the field.

The appropriation under which FCC is currently operating allows for a maximum of 1,407 employes, drawing a total of $5,659,732 in salaries. Of this number 918 are Washington employes with a payroll of $3,670,931 and 487 field workers earning an aggregate of $1,988,801.

FCC's 1947-48 budget request for approximately $7.3 million was trimmed more than $1 million in the final appropriation. The agency's bid for $6,540,000 budget for 1948-49 was $300,000 more than its previous record peacetime grant of $6,240,000 under which it operated in 1947-48.

Adjacent is a table which furnishes the breakdown of current and proposed allocations for activities within the FCC.

Allowance for Vehicles

A sum of $15,750 was allowed for trading in 15 FCC vehicles on new models. The agency will continue to use 132 older vehicles. One automobile is for the use of the commissioners, the remainder for inspectors, engineers and similar field personnel concerned with investigating unlawful radio activities, monitoring, conducting examinations and performing other duties.

An increase of $54,368,000 for the coming fiscal year was asked for the Bureau of the Census. The new appropriation was $76,725,000

(Continued on page 51)

OBLIGATIONS BY ACTIVITIES

	1948 Actual	1949 Estimate	1950 Estimate
1. Frequency allocation and technical research	$ 301,208	$ 318,125	$ 367,359
2. Field engineering and monitoring	2,350,339	2,334,106	2,246,982
3. Safety and Special services	629,205	661,235	703,213
4. Broadcast Activities	1,082,058	1,122,926	1,118,474
5. Common carrier activities	839,705	834,999	797,671
6. General administration	992,548	964,943	914,370
7. Printing and binding	39,065	40,000	40,000
8. Pay increase, Pub. Law 900		438,436	442,431
Total Obligations	$6,234,128	$6,714,770	$6,630,500

NEWS PROTECTION

N. Y. Bill Grants Rights

LEGISLATION to grant newsmen the right to withhold sources of information was introduced last week in the New York Legislature, with radio for the first time granted equal protection with the press.

Identical bills were introduced in Senate and House, carrying endorsement of the Law Revision Committee as to inclusion of radio newsmen. The committee serves as an advisory body to the Legislature.

The New York measure is similar to a model law proposed by the NAB and submitted to all state broadcast associations with suggestion that it be presented to their legislatures.

Radio and newspaper interests in New York are expected to support the bill jointly. The legislation was introduced by Sen. Thomas C. Desmond, widely known as a legislative authority, and by Rep. Lee B. Nailler, House Majority Leader.

Introduction of the bills followed hearings held last Jun 29 by the Law Revision Committee. Appearing on behalf of broadcasters were Michael R. Hanna, NAB District 1 director, and E. R. Vadeboncoeur, vice president of WSYR Syracuse and chairman of the NAB Radio News Committee.

Eleven states thus far have passed laws enabling newspaper reporters to refuse to divulge news sources, thus protecting news sources from reprisals. First such law was enacted in 1896 by Maryland, prior to the broadcasting era. Since that time 10 other states have passed such laws, according to NAB, all following the Maryland statute. The other states are Alabama, Arkansas, Arizona, California, Indiana, Kentucky, Mon-

(Continued on page 77)

OFFICIALS of P. Lorillard Co. (Old Gold cigarettes), Lennen & Mitchell, its agency, and WJZ New York gather around Frank Hopewell (seated center), Lorillard vice president, as arrangements are completed in New York for firm's 52-week sponsorship of five-weekly *Old Gold Party Time* over WJZ, effective today (Jan. 17). Seated—Lewis Gruber (l), Lorillard sales manager; Mr. Hopewell, and Robert E. Kintner, ABC executive vice president; standing (l to r)—Ralph Dennis, WJZ sales manager; George Perkins, WJZ sales staff; Nick Keeseley, L & M vice president; Tom Doughten, L & M vice president; Morgan Ryan, ABC eastern program manager, and Alden James, Lorillard advertising director.

REPRESENTATION PROBE

Video Contracts Mulled

THE HEARING that may determine whether networks remain in the station representation business, or whether they must get out, was closed by FCC last Tuesday after a two-day session in which television came more than ever to the fore.

The principal adversaries—the National Assn. of Radio Station Representatives on one hand and the networks on the other—were given until March 1 to file summary briefs and argument, with March 11 set as deadline for replies. Oral argument may then be called.

Speculation on the outcome included a possibility that the Commission, if it accepts jurisdiction, may decline to set up hard-and-fast rules to keep networks out of the representation field but may, instead, elect to consider and pass upon cases individually.

Network Domination

It is NARSR's contention that networks which represent affiliates in the sale of national spot advertising are in a position to dominate the affiliates, their rate structures, and their program time.

The networks deny the charges, contending they are well qualified to serve affiliates as national spot representatives and that this service is in the public interest.

A carry-over from the five-day opening session more than a month ago [BROADCASTING, Dec. 6], last week's hearings put even more emphasis on television, with NARSR spokesmen charging that the networks' television affiliation contracts in some instances are actually representation contracts.

NARSR attorney James Lawrence Fly, former FCC chairman, won his fight to have the networks submit copies of their television affiliation forms—but in so doing he agreed not to press the questions he had raised about their propriety. He wanted FCC to see them, he said, because he thought they would help convince the Commission that "a simple rule" is needed to keep the networks out of the representation field.

Submit Forms

Counsel for CBS, NBC, ABC and DuMont agreed to prepare and submit copies of affiliation forms as requested, on the basis of Mr. Fly's commitment. Judge Samuel I. Rosenman, attorney for CBS, won the assurance of Acting Chairman Paul A. Walker that FCC would not take adverse action in connection with the affiliation agreements without giving all parties a chance to be heard. "You won't be taken advantage of," Mr. Walker pledged.

Meanwhile, representation contract forms employed by various NARSR members were put into the record by CBS as secured from NARSR by subpena.

The hearing was before Comrs. Walker, Rosel H. Hyde, E. M. Webster, Robert F. Jones and Frieda B. Hennock.

Participating attorneys included: General Counsel Benedict P. Cottone and Thomas H. Donahue for the Commission; Joseph A. McDonald for ABC; William R. Perdue of Cahill, Gordon, Zachry & Reindel, NBC counsel, and Thomas E. Ervin, NBC assistant general attorney; Thad H. Brown Jr., for DuMont Television Network; Paul D. P. Spearman, for Edward Petry & Co.; W. Theodore Pierson, for WCAU Philadelphia; Percy H. Russell Jr., for Mutual.

Highlight of the session included:

Monday

Carl J. Burkland, general sales manager of CBS Radio Sales, submitted statistics to show an increase in local live programming on stations represented by Radio Sales. In 10 major markets the CBS stations during a given period had more local live talent programs and devoted more time to them, than did the stations of all three other networks combined, he reported.

G. Bennett Larson, vice president and director of television of WCAU Philadelphia, which is represented by Radio Sales, said he had never experienced coercion from the network "in any respect" and that the representation contract would be dropped if Radio Sales didn't produce the results WCAU thought it should.

Prefacing the NBC presentation, Mr. Perdue told the Commission that NBC Spot Sales is a department of the network company, that it is independent of the network sales division, that affiliates have profited by national spot representation by Spot Sales, and that the network does not have control over station rates or station time by reason of its representation of affiliates.

NBC Represents

NBC Spot Sales, he said, represents one affiliate in the U. S. (WGY Schenectady) and three in the Philippines "as a matter of accommodation" (KZRH and KZMB Manila and KZRC Cebu), aside from the six NBC-owned stations. In television, Spot Sales represents five NBC-owned stations and four affiliates. The department represented five Westinghouse stations until last Dec. 31, when representation was moved to Free & Peters.

James V. McConnell, general manager of NBC Spot Sales, reported that in 1946 the national spot sales revenue of the one affiliate now represented by NBC was "about 7/10ths of 1% of the total 1946 national spot revenue of $82,917,000." This station, the five other affiliates then represented, and NBC's owned stations accounted for about 7.8% of the total spot revenue.

Mr. McConnell undertook to answer, point by point, the major charges which had been leveled by NARSR. He concluded:

We are in the station representation business by virtue of the sale of national spot time for the NBC-owned stations, which represents an important source of revenue to NBC. We have and intend to maintain an adequate and well-trained staff for that purpose.

We are fully equipped and qualified to represent more than the NBC-owned stations and we are convinced that we can render a valuable service to independent stations of similar character.

We therefore desire to be free to accept representation for some of these stations who may also desire us as their representative. I say some because we do not want to dissipate our efforts and lower the quality of service by taking on stations of all types or too large a number. . . .

In answer to Comr. Walker, Mr. McConnell declined to put a ceiling on NBC's potential station representation. He said he preferred

(Continued on page 56)

ON HAND for the final sessions of FCC's hearing on national spot representation activities were, among others: (l to r) Thomas F. Flanagan, managing director of the National Assn. of Radio Station Representatives, and Lewis H. Avery, president of Avery-Knodel Inc. and treasurer of NARSR; Emerson Markham, stations manager of General Electric's WGY, WRGB (TV) and WGFM (FM) Schenectady; C. T. Lucy, general manager of WRVA Richmond, and President R. O. Dunning of KHQ Spokane.

1883 Major Edney Ridge 1949

MAJOR EDNEY RIDGE, 65, president and general manager of the North Carolina Broadcasting Co., owner of WBIG Greensboro, and U. S. marshal since 1944, died early Thursday morning. He entered Wesley Long Hospital, Greensboro, a fortnight ago for a gall bladder operation.

Maj. RIDGE

A native of Greensboro, he enlisted in the Army at the age of 22 and worked his way up to the rank of major. In 1916 he participated in the Mexican expedition.

Following his military service, Maj. Ridge entered newspaper and advertising work on the *Greensboro Daily News*. In 1924 he became publisher of the *Greensboro Record*, selling his interest in the paper in 1927.

He then helped organize the North Carolina Broadcasting Co. and became operating head of WBIG, a position he held until his death. Under his direction WBIG developed into one of the leading stations in the South and a leader in civic affairs and program ethics.

When the Southeastern Broadcasting Co. bought WBT Charlotte from CBS in 1945, Maj. Ridge made the arrangements and was named secretary-treasurer of the firm. He subsequently relinquished that post.

In a region where the radio-press war raged, Maj. Ridge continually held that "radio is com-

(Continued on page 57)

TRANSITCASTING

More Plan Service

THE NATION'S CAPITAL this week will become the eighth metropolitan area to radioize its bus and trolley system, according to authoritative sources.

This and other developments promise to furnish American strapholders, in the near future, with almost 97 million musically-soothed rides each month in approximately 4,300 public vehicles equipped with special transit FM receivers.

Additional bus service with music is also in store for Washington workers residing in southeast D.C. and adjacent Maryland suburbs, as the result of permanent installations being made in busses of a suburban bus line.

The progress of transitcasting is no longer limited to the continental United States, it was learned last week. Plans are currently under way for inauguration of the radio service on a bus line in San Juan, Puerto Rico.

Cities in which contracts have been signed between stations, transportation companies and Transit Radio Inc. of Cincinnati include St. Louis, Cincinnati, Covington, Ky.; Houston, Wilkes-Barre, Huntington, W. Va.; Worcester, Mass., and Washington, D. C. Independent operations have been launched in Duluth, Minn., and Bradbury Heights, Md.

Announcements are expected soon that other major cities have joined the rapidly growing ranks of those providing radio entertainment on a regular basis for their transit customers.

Announces Plans

Ben Strouse, general manager of WWDC and WWDC-FM Washington, has called a news conference for today (Jan. 17), at which a contract between WWDC-FM, Capital Transit Co., and Transit Radio Inc. reportedly will be announced.

As in other cities, WWDC-FM, operating on Channel 266 (101.1 mc) with a power of 20 kw, is expected to offer daily programs of music, newscasts, weather reports, time signals and short commercials, tailored especially to the desires of the bus and trolley riders.

Plans of the Capital station, according to reliable sources, call for the start of installations, at the rate of 3 or 4 a day, Feb. 1. Twenty sets will be used initially and shortly thereafter 200 will be in operation. Later sets will be placed on all of Capital Transit's 1,023 busses and 729 trolleys, it was reported.

Records indicate that 780,000 rides are taken daily and 40 million monthly on the Washington system.

Surveys taken last March in Washington indicate that as high as 96% of the transit riders taking test rides favored the "home-to-store" entertainment.

The station will offer advertisers an additional bonus in the form of home listeners. There are an estimated 70,000 FM receivers in the Washington area. A substantial number of advertisers reportedly have already requested time for the bus broadcasts.

Advertisers and prospective advertisers of the southeastern Washington and adjacent suburban area became acquainted with transit FM last Wednesday during a demonstration by the Washington, Maryland & Annapolis bus lines.

Arrangements were under the direction of Leslie L. Altmann, president and general manager of WM&A and vice president and treasurer of Chesapeake Broadcasting Co., licensee of WBUZ-FM Bradbury Heights.

WBUZ-FM Service

Regular broadcast service from WBUZ-FM on Channel 244 (96.7 mc) will begin today to the one equipped bus, according to W. B. Kegel, assistant to the general manager.

Mr. Kegel disclosed that an order for General Electric FM receivers has been placed and the first shipments are expected within the next week.

Permanent installations will be made at a rate of about five busses a week until the fleet of 62 is fully equipped.

The line, which operates to a point about 40 miles from Washington, daily carries about 25,000 of the 260,000 residents in its service area. The station claims 25,000 listeners in the suburban communities.

WSJN San Juan, for which an FM construction permit has been issued to the Radio Americas Corp. of Mayaguez, has entered into a contract with a San Juan transportation company to install FM receivers in 400 busses.

In St. Louis installation of receivers in 1,300 of the transit company's 1,800 vehicles is under way. This line records about 45,300,000 rides monthly. Participating station is KXOK-FM operating on Channel 229 (93.7 mc).

A total of 7,500,000 rides are taken monthly on the 150 vehicles of the Wilkes-Barre Transit Corp., which last April began equipping 100 of its vehicles for reception of program fare from WIZZ (FM) Wilkes-Barre, operating on Channel 277 (103.3 mc).

Sales messages and radio fare of KPRC-FM Houston will be furnished customers of the Houston Transit Co. who take more than 11,926,000 rides a month on the firm's 600 vehicles. Installation of sets on 200 vehicles has been completed and 400 more were scheduled to be equipped early this year. KPRC-FM is assigned Channel 275 (102.9 mc).

WCTS (FM) Cincinnati, on Channel 270 (101.9 mc), originates broadcasts to 300 of the 940 vehicles of the Cincinnati Street Railway Co., and 120 of the 150 vehicles of the Cincinnati, Newport & Covington Railway Co., serving Northern Kentucky. The remaining vehicles of the latter firm will be equipped later. The latter firm's vehicles carry passengers on more than 3,570,000 rides monthly. Records show that passengers of the Cincinnati line take more than 17,930,000 rides each month.

Huntington Serviced

WPLH (FM) Huntington, W. Va., on Channel 273 (102.5 mc), recently began installation of transitcasting equipment in 65 of the approximately 100 city busses, which carry passengers on approximately 2,400,000 rides monthly.

Broadcasts will be beamed by WGTR (FM) Worcester, Mass., to passengers of the Worcester Street Railway. Installation of FM receivers on 250 of the system's vehicles is expected to be completed in about 60 days. The Yankee Network station operates on Channel 256 (99.1 mc).

Regular transit broadcasts were started by WEBC-FM Duluth, Minn., last year on Channel 222 (92.3 mc).

To supply FM stations with suitable background music for Transit Radio, Muzak Wired Music Division, New York, announced last week formation of a new library for the purpose.

Selections have been taken from the master Muzak library, according to Charles C. Cowley, executive vice president of Muzak Corp., to provide non-irritating, noise-free music for FM stations broadcasting to public vehicles. The special library encompasses some 2,700 selections, sufficient for 15 hours of planned programming.

PROGRAM LISTS

Back in San Antonio Papers

SAN ANTONIO newspapers once more are carrying detailed program listings of local stations following a seven-month ban in which the publishers tried to force paid listings [CLOSED CIRCUIT, Jan. 10].

Lifting of the ban followed refusal of San Antonio broadcasters to submit to the newspapers' concerted effort to exact over $17,000 from each station for publication of the program listings, widely recognized as having high readership.

First word of the joint newspaper action was received by San Antonio stations last April 9 when they received letters from the *Express* and *Evening News*, locally owned morning and afternoon papers, and from the *Light*, Hearst-owned afternoon paper. The letters explained that as of May 1 publication of radio logs would be discontinued.

They Meant It

A luncheon was held by the papers a little later to which station executives were invited. At that time the newspapers announced they meant what they said, and proposed that the stations pay the general advertising rate for publishing of logs. Stations contended this would have cost each station over $17,000 a year for readable listings.

The San Antonio stations decided to resist. Logs were discontinued May 1, the papers explaining they had been giving radio a free ride and now wanted them to pay for log listings.

Reaction of readers was quick and extensive. The stations advised them to refer complaints to the newspapers, which were still receiving the logs from stations.

WOAI Announcements

WOAI, for example, ran announcements that the vast majority of large city newspapers carry logs as a service to readers. WOAI ran thrice-daily program resumes. A local weekly, *Tel-Type*, sprang up with program logs and quickly developed a circulation of about 18,000.

In early September a San Antonio advertising agency invited radio and newspapers to a meeting for discussion of the problem. The newspapers offered their original proposition, but at the lower retail rate instead of the general. They insisted that stations buy listings in all three papers.

The stations rejected the offer.

In November the newspapers offered to print logs free if each station would buy a one-inch, two-column ad in each paper, inserted in a strip in the log, at a cost of about $6,100 a year each. This too was turned down by all stations.

Finally in mid-December the newspapers offered to print the logs free if the stations would contract in all three papers for about $6,100 of display space. It was reported that all but one of the stations initially turned down the idea. Three more entered into similar contracts but three others held out.

Less than a fortnight ago one station operator visited the *Light* and offered to contract for display advertising if the paper printed the complete station logs and provided the advertising appeared on the same or adjacent page. This deal would not include the *Express* or *Evening News*.

No decision was reached at the conference but a few days later all three newspapers advised broadcasters that the logs would be reinstated without cost and without strings, and they would welcome any advertising from stations.

WSID TO TRIAL

In Baltimore Gag Suit

WSID Essex, Md., Baltimore suburb, must stand trial before the Criminal Court of Baltimore for its broadcasts covering a murder defendant. The trial is scheduled Jan. 26, with four other stations—WFBR WBAL WCBM WITH—cited for contempt of court in connection with the newscasts covering the case [BROADCASTING, July 26, 1948, et seq].

Judge John B. Gray, Jr., who will hear the Jan. 26 contempt citations, rules that WSID came within jurisdiction of the Baltimore city, despite its location outside city limits, because its radio waves passed over the city line and were available for reception within Baltimore City.

WSID was given five days to answer the citations against it.

The original contempt citations were handed down by the Baltimore court when the stations broadcast confessions of a defendant prior to his actual trial. The courts in Maryland follow the antiquated English common law contempt rule rather than that recognized by the U. S. Supreme Court. This rule forbids most types of statements that might influence in any way the outcome of a trial.

FOUR DIRECTORS

Join Journalism Council

FOUR directors were named last week by the Council on Radio Journalism, Washington, to serve three-year terms. The ten-man board consists of five members named by NAB and five by the Assn. of Accredited Schools and Depts. of Journalism.

New directors are Baskett Mosse, chairman, radio division, Northwestern U. School of Journalism; Eugene Carr, Brush-Moore Newspapers; Kenneth G. Bartlett, director, Radio Workshop, Syracuse U.; William Brooks, NBC vice president in charge of news, special events and international relations.

Prof. Bartlett and Mr. Brooks are serving second terms. Other board members are Prof. Mitchell V. Charnley, council chairman, U. of Minnesota; E. R. Vadeboncoeur, council vice chairman, WSYR Syracuse; Arthur C. Stringer, secretary-treasurer. NAB staff director; Floyd K. Baskette, Emory U.; Karl Koerper, KMBC Kansas City; Paul H. Wagner, Ohio State U.

New WCAE Studios

NEW STUDIOS and control room of WCAE Pittsburgh in the William Penn Hotel were put into operation Jan. 10. The studios previously were located on the 21st floor of the hotel, but with the addition of FM two new studios and a control room were added on the 22nd floor. WCAE is a 5 kw full-time ABC affiliate on 1250 kc.

FCC DECEMBER REPORT

FCC MONTHLY report for December shows that as of Dec. 31 the status of broadcast station authorizations and applications was as follows:

	AM	FM	TV
Total authorized	2,127	966	124
Total on air	1,912	700*	50
Licensed (All on air)	1,865	222	7
Construction permits	262	699	116
Conditional grants	...	45	...
Total applications pending	1,300	481	378
Requests for new stations	472	134	311
Requests to change existing facilities	304	9	23
Deletion of licensed stations in November	1	...	...
Deletion of construction permits	5	18	...
Deletion of conditional grants	...	1	...

* Includes 14 conditional grants and 464 construction permits.

Following television stations during December were authorized to commence operations on dates named: Dec. 18, KPIX San Francisco and WDSU-TV New Orleans; Jan. 1, 1949, KTTV Los Angeles and KLEE-TV Houston, Tex.

NAB ENGINEERING

Conference Plans Discussed

PLANS for the third annual NAB Engineering Conference, to be held April 6-9 during NAB convention week in Chicago, were tentatively approved last week by the NAB engineering executive committee. Results of FCC research in use of FM for video instead of the present AM picture were discussed (see story page 21).

Attendance of 800 is expected, compared to some 450 at Los Angeles last May. The midwestern location is expected to bring the increased attendance.

Already plans are well under way for the annual equipment exhibit. Space in the Stevens Hotel has been tentatively allocated by Arthur C. Stringer, NAB staff director in charge of the project. All available space has been reserved.

Light equipment including transcription and program services and similar exhibits will be shown on the fourth and fifth floors of the hotel.

Some of the speakers for the Engineering Conference already have been scheduled. The committee reviewed results of an industry-wide questionnaire showing preferences in types of papers desired by delegates.

Magnetic Recording

Most interest was shown in magnetic recording, followed by such topics as TV coverage, 16mm film, microwave and coaxial relays, antenna icing and lighting, as well as related subjects.

Again featuring the conference will be an FCC-industry roundtable, with high FCC officials and broadcast executives giving their views on engineering, allocation and regulatory problems.

The Engineering Conference will open Wednesday, April 6, with a tour of a large Chicago plant, followed by an evening reception. Papers and demonstrations will feature Thursday and Friday programs, with TV emphasized at Thursday morning and Friday afternoon sessions.

The FCC-industry roundtable is scheduled Saturday morning. Another plant tour is scheduled in the afternoon, probably a television operation.

Meeting Monday and Tuesday of last week, the committee voiced alarm at recent NARBA developments. Developments along this line, as well as progress of the Mexico City high-frequency conference and other engineering topics, were reviewed by Royal V. Howard, NAB Engineering Dept. director; Neal McNaughten, assistant director, and Forney Rankin, special assistant to the president.

Attending the sessions were A. James Ebel, WMBD Peoria, chairman; Orrin W. Towner, WHAS Louisville; Oscar C. Hirsch, KFVS Cape Girardeau, Mo.; Jack R. Poppele, WOR New York; K. W. Pyle, KFBI Wichita; Everett L. Dillard, WASH Washington, board liaison. Attending for networks were William B. Lodge, CBS; Frank Marx, ABC; Raymond Guy, NBC, alternate for O. B. Hanson. Consultant advisers were George Adair, Dixie McKey and T. A. M. Craven.

PROGRAM IDEAS

Win Awards for 23

TWENTY-THREE stations received checks last week from the National Research Bureau, Burlington, Iowa, for winning entries in the firm's second bi-monthly radio ideas contest.

Winners in the November-December contest, with the amount of their awards, are: Harry B. Shaw, WSJS Winston-Salem, $50, "Your Laundry Programs"; Robert B. Morgan, WMBO Auburn, N. Y., $40, "Beat the Wife"; Carl Schindler, KOOS Koos Bay, Ore., $30, "Maritime News"; Richard C. Mosena, KBUR Burlington, Iowa, $20, "Infantile Show"; Mrs. Lucille Meyer, WJPA Washington, Pa., $10, "Breakfast With You." Roy E. Morgan, WILK Wilkes-Barre, Pa., was awarded three of the $5 honorable mentions.

Other honorable mentions—Joseph S. Simon, KICM Mason City, Iowa; Carl Fox, KGBX Springfield, Mo.; Owens F. Alexander, WOOF Dothan, Ala.; James A. Hartley, WGGA Gainesville, Ga.; Connie Dorland, WTIK Durham, N. C.; Bob Cummings, WIRK West Palm Beach; Mrs. Jackie T. Cies, WHOW Clinton, Ill.; Clifford S. Campbell Jr., WAML Laurel, Miss.; Wally Engelhardt, WVFD Ft. Dodge, Iowa; Mary Lucille Carter, WMBM Miami Beach; J. Marion Harman Sr., WTRR Sanford, Fla.; David Kent, KTBS Shreveport, La.; A. T. Shields, KRUL Corvallis, Ore.; Robert Wasdon, WLOW Norfolk, Va.; Edward P. Tibbits, WGAC Augusta, Ga.; Joseph Lentini, WESB Bradford, Pa., and R. W. Stach, KIEM Eureka, Calif.

TREASON TRIALS

Wartime Broadcasters To Be Prosecuted

PROSECUTION of American citizens for broadcasting activities over Nazi shortwave radio during the war is moving ahead, with two treason trials and one grand jury proceeding scheduled to begin this month, the Justice Dept. announced last week.

Latest to face prosecution is Herbert J. Burgman, former State Dept. employe, whose arrest the Justice Dept. announced last Wednesday. Mr. Burgman, who has been attached to the American embassy in Germany for 20 years, was arrested on charges of treason, specifically with making shortwave propaganda broadcasts for the Nazis between 1941 and 1945. Now in Army custody in Frankfurt, he will be returned to the U. S. later this month.

The Justice Dept. said that the cases of several other Americans, allegedly engaged in similar broadcasting activities, have been under investigation, and that during the coming year, it expected "several indictment" will be sought. It mentioned no names. Mr. Burgman was the first American civilian government employe, however, to face treason charges resulting from World War II activities.

The trial of Mildred E. Sisk, alias Gillars, identified as "Axis Sally" of Radio Berlin, is scheduled to begin in U. S. District Court for D. C. next Monday (Jan. 24). Martin J. Monti, also charged with having broadcast over the German radio, will be brought to trial in Brooklyn today. A two week delay in proceedings is expected pending arrival of witnesses from Germany. Hans von Richter, a high official of the German radio, who was brought to the U. S. to testify in the cases of Douglas Chandler and Robert H. Best, both convicted of treason for Nazi broadcasts, will also testify in the Gillars and Monti cases.

First of the treason cases against broadcasters over the Japanese radio involved Iva Toguiri D'Aquino, who was indicted in San Francisco last October. Her trial is expected to commence in the near future.

WOR

—and its hundreds of happy sponsors—
offers a hearty handshake

to

WOIC-TV

Channel 9
Washington, D. C.
on its opening broadcasts, January 16, 1949

WOIC-TV
is a powerful key in the Mutual Broadcasting System's
projected chain of TV stations

A Service of Broadcasting Newsweekly

TELECASTING

JANUARY 17, 1949

EAST-MIDWEST COAXIAL

FORMAL dedication of AT&T's Atlantic-to-Mississippi telecasting network facilities last Tuesday marked a triumph for the engineers who conceived, developed and put into operation the coaxial cables and radio relays circuits. By means of these cables and relays, television programs can now be broadcast simultaneously in 15 cities across the northeastern part of the country.

But the 90-minute ceremonial pooled program, broadcast simultaneously by more than 30 TV stations from Boston to St. Louis, won no laurels for television's program planners and producers.

Instead of combining forces to put on a single program that would live up to the midwestern TV set-owner's dreams of the video fare that New York can offer him now that connections have been completed, each network individually programmed its own time segment, apparently with no consideration of what the others were doing.

The result was a melange of good, bad and indifferent video entertainment which in total was less pleasing and impressive than an average evening's viewing in New York.

Early Part Best

Best part of the dedicatory telecast, by far, was the opening half-hour, which encompassed brief messages from FCC Chairman Wayne Coy, the presidents of AT&T and of the four networks, and the Mayor of Chicago and the acting Mayor of New York, as well as a ten-minute Bell System film explaining the way in which a program produced on a stage in New York is transmitted to viewers as far away as Waukesha, Wis., and points between.

Likening the new "electronic television highway" to such earlier "waves of progress" as the overland trails and roads, canals, the railroads, the telegraph, the telephone, the airplane, and the radio networks, Chairman Coy declared: "Tonight's linking of the East with the Midwest instantly opens up a vast new area of program resources for the television set-owners in each section—programs in the field of education, the arts and sciences, news and entertainment—programs that can deepen our understanding of democracy."

Leroy A. Wilson, AT&T president, congratulated "the people of the Bell System and those in the television industry whose enterprising know-how has advanced this new art to this significant stage. It is a fine example of effective team-work."

Dr. Allen B. DuMont, president of the DuMont TV Network, after congratulating AT&T for its achievement and the other TV networks for their contributions to

(Continued on page 51)

On hand for the "golden spike" ceremonies Tuesday (l to r); NBC President Trammell, AT&T President Wilson and CBS President Stanton.

ABC President Mark Woods before the camera Tuesday night.

WDTV STARTS

DuMont Outlet Debuts In Pittsburgh

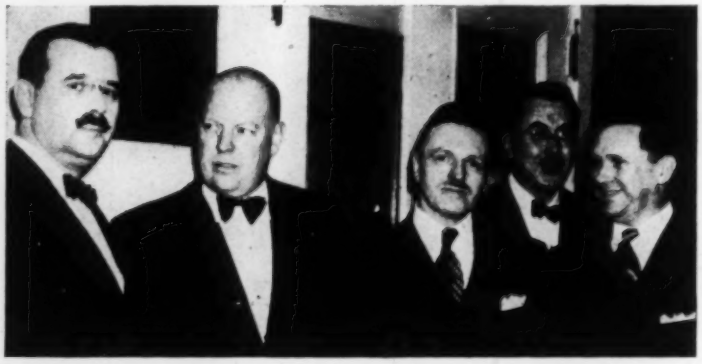
OVER 5,000 persons jammed Pittsburgh's Syria Mosque last Tuesday night for the inaugural of the DuMont station WDTV, Pittsburgh's first TV station. The station operates on Channel 3.

It also marked the inaugural of DuMont's new $75,000 mobile studio on wheels, TV's modern counterpart of the Buck Rogers space ship.

The inaugural program featured a variety show produced by James L. Caddigan, DuMont's director of network programming, with brief introductory remarks by Dr. Allen B. DuMont, president, who announced that the station would operate from 6 a.m. to 10 in the evening and would carry the DuMont network sponsored shows.

Dr. DuMont presented "Pa Pitt" with a cathode ray tube as "Pittsburgh's window to the world." After the local presentation, the station tied in with the joint network coaxial cable opening program (see story this page).

* * *



AT OPENING OF WDTV, DuMont TV Network's Pittsburgh outlet, were (l to r): Lawrence Phillips, director of network; Dr. Allen B. DuMont, DuMont president; Donald A. Stewart, WDTV's general manager; Col. William A. Roberts, network counsel, and James Caddigan, programming and production director for DuMont.

Lawrence Phillips, director of the DuMont network, announced that the station opened with "more than enough business to cover operating expenses." Approximately six hours of local time have been sold.

The largest sponsor is Kaufman's department store, sponsoring the INS *Telenews Newsreel* a quarter-hour a day five days a week. The Joseph Horne department store is also sponsoring a quarter-hour newsreel three days a week. Other local accounts include Iron City Beer, Fort Pitt Brewery, Duquesne beer and the Fulton Theatre. Bulova watch has placed time signals.

Mr. Phillips also revealed that the station will operate four hours a day with daytime programming telecast off the cable from WABD, originating at WABD New York. This will be continued for a ten-day period on a trial run.

The station is managed by Donald A. Stewart, formerly of the DuMont transmitter sales staff in New York. Larry Israel has been added as publicity director and Ray Rogers as chief engineer. Both were formerly with WFIL Philadelphia.

L&M BASEBALL

Nat Deal Nearly Set

By JOHN OSBON

BASEBALL's Washington Senators may not be the greatest drawing card in the American League, but it appeared certain last week that vast sums of money would be expended so that radio listeners and televiewers might hear and see their efforts in 1949. For owner Clark Griffith the direct package purchase of AM and TV rights by Liggett & Myers (for Chesterfields) looms as pie in the sky.

Negotiations on the estimated $200,000 purchase, in progress for almost two months and stalemated over the holidays, are again being resumed. Contracts for AM station time, covering WWDC Washington and WPIK Alexandria, Va., over which the games will be aired, have already been signed. Signing of talent contracts pends ironing out of a few minor details, it was learned.

Newell-Emmett Co. (Chesterfield agency) and the DuMont TV Network have submitted a contract to WTTG, DuMont Washington outlet which will carry the telecasts. Again, talent details must be worked out. Probability is that overall deal will be consummated with the next two weeks.

Stadium Ad Rights

AM and TV rights to Senator games reportedly cost the cigarette firm in the neighborhood of $60,000 or $70,000—payable direct to Mr. Griffith. In addition, exclusive advertising rights within the Stadium are estimated to have added another $30,000 to Chesterfield's outlay. That combined figure, together with talent and other expenses, is expected to bring the overall total to about $200,000, with half of that from "in-the-park" expenses alone.

As part of the package purchase Chesterfield is engaging the services of three D.C. sports announcers who will operate as a crew on both AM and TV presentations. They are: Arch McDonald, Bob Wolff, and Howard Williams. All are understood to have agreed on terms but had signed no contracts at week's end.

Technical aspects—whether the crew will handle the games as simulcasts or rotate their chores among TV and AM—constitute another point of discussion among talent, agency and stations.

Without precedent in Washington circles, L & M went directly to Senator owner Clark Griffith, instead of Washington stations, and bought overall AM and TV rights as a package, eventually consisting of talent as well. Last December it reached a verbal agreement, now on contract, for all broadcasting rights.

The telecast privileges give Chesterfield exclusive "in-the-park" advertising rights similar to those it enjoyed on New York Giants games at the Polo Grounds last year [CLOSED CIRCUIT, Dec. 6, 1948]. To effect the deal, L & M had to "buy out" all other advertisers, save one, whose wares adorned the fence in Griffith Stadium, it is understood. This coming season, the wall will sport a coat of green paint—and Gruen Watch Co., which has a long-term contract, will be the only exception to the Chesterfield-Washington Senator rule of contract.

Talent-wise the cigarette firm early last year evolved a rotating plan whereby it would use the same sports announcers for both telecasts and aural broadcasts of New York Giants games (home) on WNBT (TV) and WMCA. That prospective format, to include one method or the other, was scrapped however, and Chesterfield signed Frank Frisch and Maury Farrell for AM and Steve Ellis for TV commentaries.

On the other hand, New York Yankee games were covered in such a fashion, with Mel Allen and Russ Hodges doing both the audio and video broadcasts for WINS and WABD (TV). A brewery firm (Ballantine's) sponsored the telecasts and shared the tab on the aural with a cigar firm (General for White Owls).

Last year WTTG (TV), DuMont outlet, carried the video version of home games under joint sponsorship of Chesterfield and Ford Motor Co. Aurally WWDC carried Sunday, and all night contests, while WPIK Alexandria, Va., covered all weekday (Monday through Saturday) daytime play-by-plays. Mr. McDonald, assisted by Ray Morgan, handled the announcing chores for both stations. Mr. Wolff did the aural chores for WTTG's video pickups.

L & M's continued penetration into the AM-TV baseball broadcasting fields—and particularly in New York—was assured last November when it signed once again to sponsor the video presentations of 1949 Giants home games on WPIX (TV). At the beginning of last season, NBC's WNBT (TV) carried the games. Because of network policy, however, WPIX agreed to take over the night games along about midseason.

Chesterfield also has renewed the Giants schedule on WMCA, replacing Frankie Frisch, now returned to coaching, with Russ Hodges [BROADCASTING, Nov. 29, 1948]. It also sponsors other AM and TV major league baseball coverage throughout the country.

WOIC OPENS

Capital Figures Take Part In TV Ceremonies

NEW television station in the Nation's Capital, WOIC on Channel 9, was inaugurated last (Sunday) night by Bamberger Broadcasting Service, also licensee of WOR New York and the upcoming WOR-TV.

Washington political and civic figures took part in the opening ceremonies. The station's first pickup had been TV coverage of the Christmas Tree lighting ceremony at the White House Christmas Eve. First program feature was the coaxial cable ceremony Tuesday night.

Mr. Thomas

WOIC is a Washington outlet of CBS television network. When WOR-TV takes the air in the spring, WOIC will be an MBS TV affiliate.

Television debut of Theodore Granik's *American Forum of the Air* will take place Jan. 18 (10-10:30 p.m.), the 21st anniversary of the program heard regularly over MBS. Appearing on the program will be Rep. Emanuel Celler (D-N. Y.), who was moderator on the initial program. Sen Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, will salute the forum and WOIC. The forum will feature Rep. Cellar in a debate with Sen. Karl Mundt (R-S. D.) on the topics, "Should the Un-American Activities Committee Be Abolished?"

Eugene S. Thomas, former sales manager of WOR New York, is WOIC general manager, with Theodore C. Streibert president of Bamberger. William D. Murdock is WOIC commercial manager.

WOIC's transmitter building is located in the upper Wisconsin Ave. business district on the highest ridge in the city. The site was approved by local officials after a long series of hearings.

Mr. Thomas announced last week that Bill Brundige, WOL Washington sports director, had been signed for a daily quarter-hour program.

WOIC FETED

Ad Club Holds Luncheon

(See Radiorama, page 38)

TELEVISION has no room for "arty" photography, Ed Sullivan, m.c. of *Toast of the Town*, told the Washington Ad Club Tuesday at a luncheon honoring WOIC, new capital TV station operated by Bamberger Broadcasting Service. WOIC made its debut Tuesday night, carrying the coaxial network program, with formal inauguration last night (Sunday).

Eugene S. Thomas, WOIC general manager, introduced Mr. Sullivan, who devoted the major portion of his address to excerpts from a television speech delivered to the Chicago Radio Management Club a few weeks ago by Sol Taishoff, editor and publisher of BROADCASTING.

TV Westward-Ho . . . . . AN EDITORIAL

TV MILESTONES continue to topple like tenpins.

Forging of the coaxial-UHF link from the Atlantic to the Mississippi last Tuesday brought a quarter of the nation's population within the video network orbit. TV now extends half way across the continent, with coast-to-coast transmission in the offing. To predict just when this will be achieved is to tamper with a time-table that has been consistently wrong—on the conservative side.

In the three postwar years TV already represents an investment of about two and one-half billion in plant, equipment, receivers and turnover. It is one of the most amazing success stories of all-time; certainly the most spectacular of the postwar era.

This week another TV record goes by the boards. The most colorful event in the American repertoire—the Inauguration of a President—will be telecast from Washington, and, of about 40 million people within eye-shot certainly one-fourth will view it. This will exceed the number of Americans who saw the swearing in of the 31 presidents since the inauguration of George Washington 160 years ago.

There will be perhaps a hundred million Americans—school children in their class rooms as well as adult America—who will follow the procession down Pennsylvania Ave. via word picture aural broadcasting. Most of them will hear the sound broadcasts four years and eight years hence.

There were few people—even the most ardent TV zealots—who a scant four years ago would have predicted that this inauguration would be telecast as far west as St. Louis. But there are few who doubt that when the next Inauguration occurs four years hence it will be eye-witnessed coast-to-coast.

Public demand instills in science and industry the inspiration to do the impossible. There can be no doubt that the public demands television, whatever the economic and social effects may be.

TV 'BOGEYMAN'

NCAA Seeks Protective Policy

By GEORGE VOIGHT

NATIONAL Collegiate Athletic Assn., in a convention which closed Jan. 9 at San Francisco's Hotel St. Francis, took a cautious and apprehensive look at what some members regard as its latest and most fearful bogeyman: Telecasting.

The "bogeyman" was described in a report presented by Jamison Swarts, athletic director of the U. of Pennsylvania; and most delegates found the description sufficiently frightening to agree that unless some unified protective policy toward TV was adopted they were "threatened with disaster."

At the same time, and only a block away at the San Francisco Press Club, a convention of the American Colleges Public Relations Assn. (ACPRA) was being told that, because of public demand and similar pressures, college sports are going to be telecast whether the colleges like it or not and they might as well face that fact.

Authority for the statement was Hal Deal, advertising executive of Tidewater-Associated Oil Co., which for 23 years has sponsored radio broadcasts of virtually every important football game in the West.

'To Your Own Interest'

"It is to your own interest," Mr. Deal advised the college representatives, "to get everything you can on television, every minor sport as well as major sport, every school activity the TV stations will take even if you have to turn the rights over free."

The report on TV presented to NCAA delegates by Jamison Swarts was based on a survey conducted last season in the New York - Philadelphia - Boston area, where the highest percentage of TV sets in the nation are located.

Mr. Swarts said the survey proves that football attendance definitely suffers as a result of television, particularly attendance at smaller school games within TV range of big school games.

TV "might well prove fatal" to these smaller schools, he said.

It was found, he said, that 80% of all TV set owners were football fans and that 50% of them preferred to watch a game on their TV sets rather than attend the actual game.

The findings of the survey disprove two major contentions of TV network officials, he said, that TV would increase, not decrease, football attendance and that current prices for TV rights are too high.

As a matter of fact, he said, present rates are not high enough to compensate for loss of attendance at games and the resulting loss of cash at the box office.

The report concluded with a recommendation that schools adopt, as an interim protective measure until more facts on the subject are known, three major restrictions on telecasting of sports events:

1—TV contracts should be made on a one-year basis only.

2—Radio and TV rights should be sold separately.

3—Filming of games for either newsreel or telecasting should be limited to three minutes of action.

A minority opinion was perhaps summed up by Tom Harmon, former All-American from Michigan now sports director of KFI and KFI-TV Los Angeles.

This opinion — identical, incidentally, to that voiced by Hal Deal at the ACPRA convention — held in brief:

TV would not prove a complete substitute for presence at a game itself even though many fans might at first stay home because of the novelty of telecasting; that while some fans undoubtedly will develop into permanent TV fans, many others, introduced by TV to sports events for the first time, will become active, participating fans at the games; and that a satisfactory working agreement can and must be reached with TV as soon as possible.

Representatives of two leading universities—Fritz Crisler of the U. of Michigan, and Father John Murphy of Notre Dame—said their home games were telecast last season with no loss of attendance at the games.

Further, Mr. Crisler said, even if Michigan wanted to discontinue the telecasts after the 1949 season, "I am afraid we would find it extremely difficult because of public protest."

Public Pressure for TV

Other delegates likewise conceded public pressure might force colleges to telecast their games despite their own antipathy to the idea.

With few exceptions, regional conferences around the country have been awaiting the NCAA report for direction.

This is true, for example, of the Pacific Coast Conference, even though some PCC teams had their games telecast last season and already have sold TV rights for the 1949 season.

Only one important school represented at the ACPRA convention's TV discussion—West Point—has completely accepted the new medium.

Lieut. Col. W. G. Proctor, the Academy's delegate, said West Point has, from the first, been interested in getting all its sports activities telecast.

"Our attitude in large part is due to our special position," he said. "We feel the people want our games telecast and therefore we are obligated to do so. As a result, price always has been our secondary interest in selling TV rights."

He said he did not know what effect TV has had on attendance at games but did not believe the gate had suffered seriously.

On the other hand, the U. of Utah's delegate to the convention said, "In view of the high prices for TV rights being quoted all over the country, we felt we should get every last dollar for our games."

The school sold rights to the local TV station for $500 per game for both football and basketball games during the coming season—23 games in all, he said.

He said when the contract was signed the station said there were no more than 200 TV sets in the area. There now are about 1,000 in the area, he said, but the station still has found no sponsor for the games—which, he said, was no concern of the University.

'Backward,' Says Deal

In his talk to the delegates, Hal Deal called such an attitude "backward," and said such prices were "ridiculous."

He said that advertisers would not pay such large sums to contact such limited audiences.

He said that the U. of Southern California and U. of California at Los Angeles jointly sold TV rights to KLAC-TV in Los Angeles for $75,000 for 13 home games.

KLAC, he said, admitted it paid the price for "prestige" reasons and resold the rights to the Philco Corp. at a "very sizeable" loss.

He said Tidewater-Associated, because of its long association with western football teams, was given first chance to buy TV rights from the two schools.

"But we weren't even talking in the same money bracket," he said. "There were only 67,500 TV sets in the LA area at that time and we wouldn't consider paying such a price to reach that size audience."

In defending TV in relation to its box-office effect on college sports, Mr. Deal said that TV will stimulate interest in sports, and thereby increase attendance, "more than anything in past sports history."

He said the objections now confronting TV are exactly the same

(Continued on page 53)

Television stories on other pages in this issue:

Telestatus	18
864,000 TV Sets in Use Dec. 1, NBC Survey Shows	18
GM to Sponsor New York Auto Show Telecast on CBS-TV	22
East-Midwest Coaxial Opening	32
WDTV (TV), Pittsburgh DuMont Outlet, Starts	32
WOIC (TV) Washington Opens	33
L & M Buys Washington Senators' AM, TV Rights	33
AIEE Schedules Session on Television	42
Consent Decree Against 3 Firms Controlling TV Patents	52
KLAC-TV Gets L. A. Angels TV Rights	52
TV Creates New Advertisers, Smith Tells Chicago Club	57
Television Costs Analyzed in NAB Study	58
Installation Work Starts at New WBKB Site	59
FCC Issues TV, FM Call Letter Edict	59
WBEN-TV Becomes Affiliate of CBS-TV	59
Farley, Eagan Say TV Doesn't Hurt Boxing	60
TV Inaugural Films Ready in 24 Hours	60
Government Handicaps in British Video Cited	60
TV Hoopers to Cover Ten Cities	60
Church Opens Television Center for Youth	70
FREC School Guide Lists Radio-TV Courses	71

KNBH (TV)

New NBC Outlet Is Sixth TV Station in L. A.

KNBH, Hollywood television outlet of NBC, made its debut last night (January 16). This marks the city's sixth operating station with only KECA-TV to come.

Two of the programs were nationally sponsored, namely Disney Hats ★

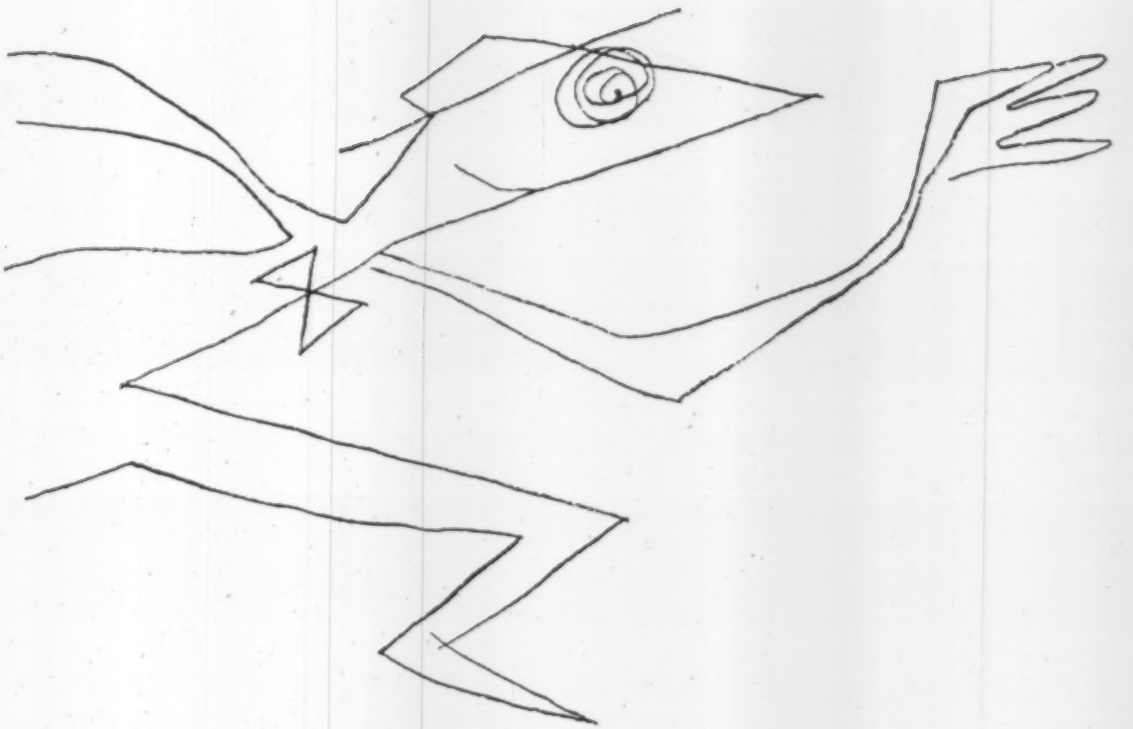
Charles R. Denny, network executive vice president, and Mayor Fletcher Bowron followed with dedications. Following was an all-star lineup of performers with Bill Goodwin as m.c., plus Art Linkletter, Hal Peary, Abe Burrows and Eddie Bracken among the performers. After this hour of stars came *Philco Television Playhouse* version of "Ramshackle Inn." Sign-off came at 10:40 with *Review of the News.*

KNBH operates on Channel 4 (66-72 mc). Equipment tests were begun last September and program tests got under way in November. The station will operate on a Sunday through Thursday schedule.

underwriting the *NBC Review of the News* and the kinescoped *Philco Television Playhouse.* Four other advertisers bought spots including BVD, Chevrolet Dealers, Bulova and Eastern-Columbia (department store).

KNBH went on the air with two hours of test pattern and music and launched its programming at 7 p.m. with a film called *Review of 1948.* This was followed by the Pickard Family in a quarter hour of folk songs. Program is expected to be syndicated via kinescope in other cities. Next came a film version of *One Man's Family* produced by Carlton Morse who also handles production on the radio program of the same name.

HOT AFTER HOOPER...?



Don't blame him if your present programming isn't building an audience rating. Capitol's Transcription Library does build audiences. Want to know how? Fill out the coupon.

A UNIQUE LIBRARY PROGRAM SERVICE

Capitol
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Capitol Transcriptions
Sunset and Vine, Dept. B117
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FREE—Rush new '49 demonstration record describing Capitol library and how it helps sell station time.

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Station_____ Position_____

Street_____

City_____ State_____

CBS CLINIC

TV Sessions Start Friday

TELEVISION clinic to be held by CBS for agencies and advertisers will be on Jan. 25 and 26 at New York's Waldorf-Astoria. It will follow the network's second clinic for its station executives, Jan 21, 22, 23. Tuesday's session devoted to agencies is to be repeated for advertisers on Wednesday.

The network's station clinic, to which some 250 radio and television executives are expected, will also be held at the Waldorf. FCC Chairman Wayne Coy, industry leaders and top CBS executives will participate in the Friday-Saturday-Sunday sessions, theme of which is "Television Is a Going Business . . . Now."

Examining minutely every facet of the planning, construction and operation of a video station visiting executives will hear "the hard facts of the future of television," according to J. L. Van Volkenburg, CBS vice president and director of television operations. All talks, panels and demonstrations, he says, will be frank and concrete.

With Adrian Murphy, CBS vice president and general executive presiding at all sessions, President Frank Stanton will open the clinic Friday morning by outlining the conclave's objectives.

A brief talk by Mr. Van Volkenberg will follow, on the structure of television and what makes it practical, after which William B. Lodge, vice president in charge of general engineering, will discuss AT&T inter-city circuits, video recordings, TV station coverage, frequency allocations and CBS TV studios.

Storer to Speak

Speaking from his television experiences in Toledo, a relatively small market, George Storer, president of Fort Industry Co., Detroit, will follow with "Television—Where Does the Operator Get Off?" Friday morning's schedule will conclude with talks by G. Bennett Larson, director of television, WCAU-TV Philadelphia, on the Quaker City's video programming, and E. K. Jett, vice president and general manager of WMAR-TV Baltimore, on "Facilities, Programs and Policies of WMAR-TV."

Mr. Coy will speak informally at Friday's luncheon. His subject will be "The Present State of Television."

Friday afternoon's program will open with Charles Underhill, CBS-TV director of programs, speaking on programming for the new medium. His talk will be illustrated with CBS-TV recordings. Herbert V. Akerberg, vice president in charge of station relations, will follow with a discussion on the development of the CBS video network.

Friday evening will be devoted to a dinner and talent show, headed by Morey Amsterdam, at the hotel's Sert Room.

Saturday morning's session will open with Mr. Van Volkenberg outlining new techniques in production, scenery and lighting, illustrated with actual effects. Dave Sutton, CBS-TV sales manager, and George Moskovics, manager of television development, will follow with talks on "Selling Television for CBS," after which William C. Gittinger, vice president in charge of sales, will discuss "The AM Sales Outlook."

After the luncheon, Saturday's afternoon session will open with a panel discussion in which Messrs. Storer, Larson, Jett, Lodge, Van Volkenberg, Underhill, Sutton, Moskovics and Henry Grossman, director of CBS broadcasting operations, will participate.

A closed circuit television showing of postwar developments in air, auto and rail transportation as assembled by General Motors' forthcoming "Transportation Unlimited" will close Saturday's afternoon session.

Sunday afternoon will be devoted to a tour of the new CBS-TV Grand Central Station studios, where the visitors will study actual video operations. They also will see in operation the WCBS-TV transmitter atop the Chrysler Bldg. Too, WPIX New York, the *Daily News* station, has invited the visitors to check that station's operations on Sunday afternoon. In the evening, clinic members will attend the CBS-TV *Toast of the Town* telecast.

Additional days have been held open, following the clinic's close, for discussion between key CBS-TV executives and station officials on their individual plans. They also have been invited to observe operations at WCAU-TV Philadelphia, and WMAR-TV Baltimore, on Monday.

Agency Adv. Agenda

The agency-advertisers clinic on Tuesday and Wednesday, respectively, will consist of the following agenda, repeated in full for each session:

Production Fair — CBS craftsmen revealing some new techniques in scenery, lighting make-up and titling, to be illustrated with actual effects.

J. L. Van Volkenburg speaking on "The Structure of Television."

William B. Lodge, discussing "AT&T Inter-City Circuits, Television Recording, TV Station Coverage, Frequency Allocations, CBS Video Stations."

Oscar Katz, director of research, speaking on "Late Audience Research."

William C. Gittinger discussing "The AM Picture Today."

Charles Underhill on "Programming for Television" with film excerpts from CBS-TV recordings.

George Moskovics in a discussion on "Television Today."

Those who will attend the clinic include:

Harold E. Fellows, Wilbur Edwards, WEEI Boston; Earl Gammons, CBS Washington; G. Richard Swift, WCBS New York; Arthur Hull Hayes, CBS San Francisco; Merle Jones, WCCO Minneapolis-St. Paul; Harry Witt, KNX KTTV Los Angeles; Frank Falkner, WBBM Chicago; Eugene Thomas, WOIC-TV Washington; James C. Hanrahan, WEWS-TV Cleveland; W. A. Lee, KLEE-TV Houston; Palmer K. Leberman, KRSC-TV Seattle; James T. Milne, WNHC New Haven; Vernon Brooks, WGN-TV Chicago; T. A. Brooks, WTMJ-TV Milwaukee; Edward Lamb, WICU-TV Erie, Pa.; Hugh Terry, KLZ Denver.

G. Bennett Larson, WCAU-TV Philadelphia; E. K. Jett, WMAR-TV Baltimore; Hulbert Taft, WKRC-TV Cincinnati; Harry Wismer, WJR Detroit; Robert Moody, WHIO Dayton, Ohio; George B. Storer, Fort Industry Co.; William Quarton, WMT Cedar Rapids, Iowa; Gunnar Wiig, WHEC Rochester; Phil Lalonde, CKAC Montreal; Lawrence Leonard, WFMD Frederick, Md.; J. P. Wilkins, KFBB Great Falls, Mont.; C. T. Lucy, WRVA Richmond, Va.; J. C. Kellam, KTBC Austin, Tex.; C. E. Gatchell, WGAN Portland, Me.; William T. Knight, Savannah Broadcasting Co.; Samuel Woodworth, WFBL Syracuse; Richard Wolfe WBNS Columbus.

Edward Craney, KXLY Spokane, Wash.; Thad Holt, WAPI Birmingham, Ala.; Cecil Mastin, WNBF Binghamton, N. Y.; George D. Coleman, WGBI Scranton, Pa.; Ben Ludy and K. G. Marquardt, WIBW Topeka, Kan.; Lee P. Loomis, KGLO Mason City, Iowa; F. E. Lackey, WHOP Hopkinsville, Ky.; Louis Saiff Jr., WWNY Watertown; John Kennedy and Howard L. Chernoff, WCHS Charleston, W. Va.; G. W. Covington Jr., Montgomery, Ala.; L. W. Milbourne, WCAO Baltimore, Md.; Merrill Lindsay, WSOY Decatur, Ill.; Allen L. Haid, WMMN Fairmont, W. Va.; John Fetzer, WKZO Kalamazoo, Mich.; Joe Bryan and C. Crutchfield, WBT Charlotte, N. C.; G. Pearson Ward, KTTS Springfield, Mo.

J. C. Burwell, WMBS Uniontown, Pa.; Henry B. Clay, KWKH Shreveport, La.; Earl W. Winger, WDOD Chattanooga, Tenn.; Harry M. Bitner, WFBM Indianapolis, Ind.; R. B. Westergaard, WNOX Knoxville, Tenn.; Harry Burke, KFAB Omaha, Neb.; W. P. Williamson Jr., WKBN Youngstown, Ohio; Robert G. Magee, WHUM Reading, Pa.; Ike Lounsberry, WGR Buffalo, N. Y.; William E. Rine, WWVA Wheeling, W. Va.; A. R. Hebenstreit, KGGM Albuquerque, N. M.; Joe Bernard, KOMA Oklahoma City, Okla.; Wilton E. Hall, WAIM Anderson, S. C.; Harry Buckendahl and Marshall Field Jr., KOIN Portland, Ore.; L. S. Mitchell and David E. Smiley, WDAE Tampa, Fla.; Frank King, WMBR Jacksonville, Fla.; John M. Rivers, WCSC Charleston, S. C.; Leo Fitzpatrick, WGR Buffalo, N. Y.; Ray P. Jordan, WDBJ Roanoke, Va.; Ralph R. Brunton, KQW San Francisco; Howard Lane, WJJD Chicago.

Among CBS officials who will attend are: Frank Stanton, president; Adrian Murphy, vice president and general executive; Lawrence Lowman, vice president and general executive; J. L. Van Volkenburg, vice president and director of television operations; William C. Gittinger, vice president in charge of sales; William Lodge, vice president and director of general engineering; Victor Ratner, vice president in charge of sales promotion and advertising, and Charles Underhill, director of television programs.

Upcoming

Jan. 24: Wander Co. Hearing before FTC continued, Washington.
Jan. 25-26: CBS Television Clinic for agencies and advertisers, Waldorf-Astoria Hotel, New York.
Jan. 25: American Marketing Assn. panel on "Television Information, Please," Hotel Commodore, New York.
Jan. 25: Academy of Television Arts and Sciences annual award banquet and seminar, Athletic Club, Hollywood.
Jan. 27: ABC Southwestern, Middle and Central States Districts Affiliates meeting, Ambassador East Hotel, Chicago.
Jan. 31: ASCAP Field Force convention, New York.
Jan. 31-Feb. 4: American Institute of Electrical Engineers annual winter general meeting, Hotel Statler, New York.

'SCREEN TEST'

First Round of Court Fight to TV Show

FIRST ROUND in the $500,000 court fight between the 1944 radio program, *Screen Test*, and the television show, *Hollywood Screen Test*, was won last Monday by the video program. New York Supreme Court Justice Aron Steuer refused to prohibit *Hollywood Screen Test* from continuing on the ABC network pending trial of the action. The trial will start today (Jan. 17).

Significance of the action to radio and television is in part due to the fact that the suit is believed to be the first in which a television show is accused of invading the rights of a radio show.

The suit was brought by Robert Monroe and Latham Owens, owners of Screen Test Inc., who in 1944 broadcast the radio show, *Screen Test*, 130 times over an MBS 87-station network, under sponsorship of Metro-Goldwyn-Mayer.

They contend that *Hollywood Screen Test*, an ABC sustainer, Sundays 8-8:30 p.m., is a copy of their show and is preventing them from selling their own program. They ask: (1) A permanent injunction, (2) that profits derived from the TV show be paid to them, and (3) for the half-million dollars in damages.

The defendants are: Lester H. Lewis, the show producer, who trades as Lester Lewis Assoc.; Neil Hamilton, director and Hollywood actor, and American Broadcasting Co. ABC is a nominal defendant.

Plaintiffs contended that their program *Screen Test* was heard by millions, that the title became so well known as to amount to a "practical trademark," that the defendant by its program, which is similar in format and title, is deceiving and defrauding the public and is damaging the plaintiffs.

They said that their negotiations with MBS to revive their program on the network have been turned down because of the existence of the *Hollywood Screen Test* program—MBS stating it is its policy to have the first television rights on a program. These rights are now questionable, in the case of *Screen Test*, in view of the existence of *Hollywood Screen Test*.

Defendants countered that in January 1948, they conceived the idea of *Hollywood Screen Test* and didn't know of the existence of *Screen Test*. It had reputedly been off the air since 1944.

Paul Mowrey, director of television for ABC, submitted an affidavit on behalf of the defendants that ABC, before first airing the show April 15, 1948, had conducted a search on the title and format of the *Hollywood Screen Test* to make sure there was "no prior or conflicting use."

Doing BIG things in a BIG way is old stuff to Bill Macdonald, Farm Service Director of the BIG station KFAB. This month Bill Mac starts his 23rd year in radio farm service—doing more BIG things for all the folks in the BIG Middle West.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**

Radiorama

IN APPRECIATION of "pleasant hospitality" during the 1948 NAB Convention in Los Angeles, Justin Miller (l), NAB president, presents an honorary certificate to Bill Ryan, general manager of KFI Los Angeles, who accepts it in behalf of Earl C. Anthony, station owner.

ATTENDING WOIC Day held by Washington Ad Club as TV station opened were (l to r) W. K. Trenor, research, Art Brown, m.c., and Jack Hardesty, publicity, all WOIC; Al Kelly, comedian; Ed Sullivan of *Toast of the Town*; Ben Strouse, WWDC Washington, club pres.; Gene Thomas, WOIC gen. mgr.

GUESTS at seminar on "TV and Its Progress" sponsored by Moser & Cotins, Utica agency, are (l to r) James Brown, Lyle Reigler and Laura Mang, Moser & Cotins; George Wallace, NBC; William Alford Jr. and Al Gillen, WSYR Syracuse, and Frank Chizzini, NBC.

DISCUSSING set production during radio and TV conference at International Homefurnishings Market in Chicago are I. E. Showerman (l), NBC v.p., and Max Balcom, RMA president.

RCA field men inspecting model TV studio at sales meet of Engineering Products Dept. in Camden are (l to r) C. M. Lewis, E. Frost, F. D. Meadows, Dana Pratt, Merrill Trainer, J. H. Keachie, A. Josephsen and A. R. Hopkins.

ALL CURLS when Beauty Factors Inc. initiated sponsorship of *Meet the Stars* on ABC for Insta-Curl are (l to r) Frank Samuels, ABC; George Gale, producer; Edgar Smith, Beauty Factors pres., and Bill Larimer, ABC.

WASHINGTON Music Guild president, Hirsh de La Viez (l), presents Cash Box Oscar for best band of year to Vaughn Monroe (center) with Eddie Gallaher, WTOP Washington disc m.c., representing "platter spinners."

JACK JACKSON (r) of KCMO Kansas City's *Hi-Noon Review* gets together with the sponsor, Lewis Selders (l), pres. of Spear Mills, and (l to r) Edgar Shooks, Ralph Walden and J. B. Pipes, Spear's representative.

KID STUFF! . . . program for parents who'd like a ~~recess from reading comics to the children . . . just~~ park the progeny in front of the TV set and tune in Comics on Parade with mimic Danny Webb . . . ~~5:00 p.m. Monday to Thursday nights; 5:30 p.m.~~ every Sunday night . . . adults admitted if they're quiet!

Program notes
(for TV prospectors!)

With twenty-four regularly scheduled shows . . . a wide range of remote pickups and studio productions that includes entertainment for children, sports events, practical help for the homemaker . . . complete and comprehensive coverage of the news, on-spot reporting of special events . . . movies, drama, comedy . . . WPIX offers a variety of new vehicles for alert advertisers interested in TV—a new major market . . . big enough for attention now and growing so fast in New York, it rates room on any advertising schedule designed to create more conversation among customers, promote prestige, build business, better sales!

For full facts, production costs, and time rates on WPIX programs currently available for sponsorship or syndication—franchises of growing value in a growing market . . . just write, wire or phone . . .

WPIX • THE NEWS Television Station
220 E. 42nd St., N. Y. C. . . . MUrray Hill 2-1234
Represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22

WPIX
NEW YORK CITY • CHANNEL 11

Editorial

Bows and Boos

TELEVISION engineers merit the highest praise for their achievements which last Wednesday linked 14 cities from the Atlantic to the Mississippi into a unified video network. It is regrettable that television showmen cannot be given equal praise for their pooled program commemorating this spectacular event.

Working together, the program heads of the four TV networks should have put on a video show surpassing anything previously presented to home viewers. It could have been a full-scale drama with an all-star cast, a variety bill with every act a headliner, a first-flight documentary. On many occasions the individual networks and stations have presented outstanding programs of all types. What a job they could have done in concert.

Instead, each network took its own quarter-hour for its own show, not even troubling to check with the other networks to produce a pleasing ensemble. One network did not even give its viewers the courtesy of rehearsing its program in advance, but let them watch while the actors hunted for the chalk marks on the floor which showed them where to stand to come into camera range.

The "Golden Spike" ceremonies were expected to have the largest audience ever to watch a video program. In failing to deliver a program worthy of the occasion, TV showmen missed a golden opportunity.

SINCE the days of the founding fathers, America has been the land of standardization. The narrow-gauge railroad went the way of the dodo; screws, nails, nuts, bolts, were all standardized. So were coins, pick-handles, bottle caps and left-hand drive cars. We have a National Bureau of Standards, which determines standards on everything from time (by the clock) to tensile strength of steel. Then why, an upheaval in the phonograph record standards? We now have in addition to the standard 78 rpm for home recordings, the 33⅓ long-playing development of CBS, and the newly announced 45 rpm of RCA Victor. Well, after all, we guess it's the free competition that counts. If the midgets produce better fidelity than the biggies the public will buy them. Anything the public accepts becomes standard.

Professional Immunity

REPORTERS are protected in only 11 states against legal and other reprisals if they refuse to reveal confidential news sources. Not one of the 11 laws, however, recognizes radio newsmen, because the original law was enacted by Maryland in 1896 and the other 10 states have copied it.

The need for inclusion of radio in these statutes is obvious. Still more obvious is the need of privilege laws in the other 37 states—laws with specific recognition that reporters are reporters, whether the means of publication is in print or on the air or on a TV or facsimile receiver.

A suggested model law has been sent by NAB to all state broadcasters associations, and to broadcasters in non-association states. This being a state legislative year, broadcasters should contact their legislators and submit the model law for prompt consideration.

Bare Bones BMB

SOME SEMBLANCE of order may now emerge from the chaos surrounding Broadcast Measurement Bureau. Acting with heartening alacrity, the BMB executive committee, made up of top men representing the Assn. of National Advertisers, the American Assn. of Advertising Agencies, and the NAB, has devised plans for the 1949 coverage measurement, and has placed the production authority in the competent hands of Dr. Kenneth H. Baker, NAB research director.

The survey will proceed as scheduled in March, and under the research methods agreed to by the BMB technical committee. There will be no cutting of corners on the measurement itself, despite the tight financial condition of BMB. Results will be forthcoming in the fall. They may not be produced on slick paper, buckram-bound, but the grist will be there. Hugh Feltis, BMB president, hits the road to enroll enough new subscribers to pay the freight—a task he is well equipped to perform.

What happens to BMB after the 1949 study is problematical. Reorganization plans are under consideration. The task at hand is to meet current commitments in good faith. By acting promptly and summarily, the BMB executive committee has kept BMB alive. Now that all concerned are aware of the unvarnished facts, we think BMB will survive.

Broadcasters should remember that, in the publications field, the Audit Bureau of Circulation almost died, because of intramural controversy. After its false start, it enjoyed healthy growth. The same can, and probably will, happen with BMB, or its measurement successor.

"I'll Huff and Puff . . ."

STRAW indicating the direction of the radio log wind appeared last week as the lead CLOSED CIRCUIT in this journal.

Gist of the item was that all three San Antonio newspapers have capitulated to popular demand and restored program logs to their columns after stations had refused to pay for the space.

Although *Editor and Publisher*, newspaper trade journal, carried the full story of all the huffing and puffing of San Antonio papers when they were attempting to force stations to pay for the logs, the fact of their final capitulation barely made the magazine last week. There's a one-paragraph account tucked away on page 54.

The San Antonio story is significant when reviewed in detail (see story, page 29) as an indication of the course which will eventually be followed in other cities where publishers have charged for logs in a search for easy advertising revenue.

In every city where the plan has been attempted, as in San Antonio, there has been public demand that the logs be restored. In some cities, station management has been forced to capitulate to the newspapers. But the fact remains that in the vast majority of metropolitan centers large enough to support a daily paper, station logs still appear without charge as a part of the news content which readers have a right to expect.

Newspaper management is to be congratulated on this wise course. Newspapers have their responsibilities to their readers just as radio stations have to their listeners.

The siren song of possible easy revenue will never compensate for public loss of confidence which inevitably results when a paper or a station forgets its responsibility to its readers or its listeners.

Our Respects To —

JOHN NEIL REAGAN

SOME people push their way into radio. Others use pull. But J. Neil Reagan, newly appointed manager in charge of all operations for the McCann-Erickson Hollywood office, was literally pushed into radio.

It happened back in 1933 when he was visiting his brother Ronald, now a Warner Bros. picture star, but then announcer-sportscaster of WHO Des Moines.

"Moon" Reagan, as he is known to friends in and out of the industry, was then a cost accountant with plans to be a lawyer. The station program manager, seeing the young chap waiting around, assumed he was there for an audition. So without consulting him and over his protest, he was handed a script and shoved into the audition booth.

Believing it a gag instigated by brother Ronald, he went through with the audition. The legal profession lost a possible Clarence Darrow when "Moon" Reagan won the audition. And at $17.50 per week which to him was even more amazing.

But since those days Mr. Reagan has had a varied career. Besides announcer-sportscaster, he has been radio, stage and screen actor. His credits also include those of writer-producer, director and general trouble-shooter.

With the administrative responsibilities that go with being Hollywood manager in charge of all operations for McCann-Erickson in that city, Mr. Reagan has no time these days personally to engage in histrionics. But he does direct the weekly CBS *Dr. Christian* program (Chesebrough Mfg. Co.—vaseline hair tonic); and supervises production of Pillsbury Flour quarter hour segment of the five weekly ABC *Kay Kyser's Kollege of Fun & Knowledge* when that program originates from the West Coast.

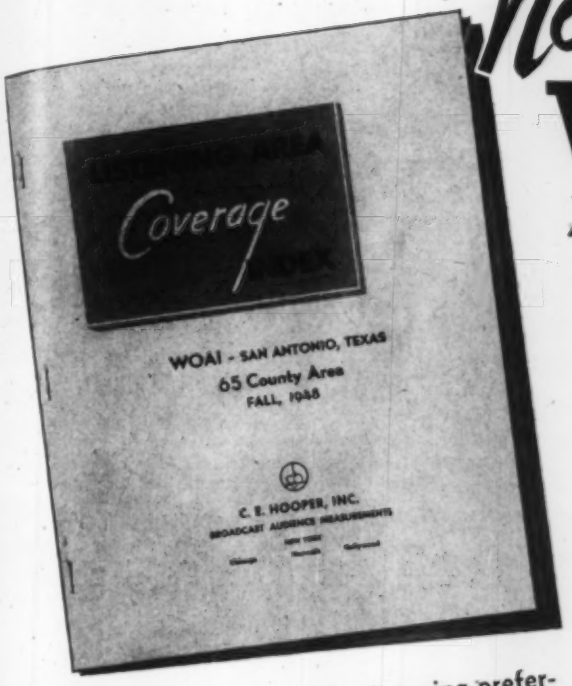
Neil Reagan has similar duties on the weekly *Straight Arrow* show sponsored by National Biscuit Co. on Don Lee Pacific stations. When that series goes Mutual starting Feb. 7 it will be increased to thrice weekly and so will his supervising duties. He also writes West Coast originating commercials for the five weekly CBS *Godfrey Show* for National Biscuit.

Tampico, Ill., was his birthplace and the date Sept. 16, 1908. His given names are John Neil. The Reagan family did some moving around in those days. As result he received his early schooling in such Illinois cities as Chicago,

(Continued on page 45)

Now, MORE THAN EVER, WOAI STANDS OUT

As "The Most Powerful Advertising Influence in the Southwest"



Returns are in from a brand new Hooper Survey of family listening habits in 65 Texas counties, where 50-100% of the Radio Families listen regularly to WOAI, both Day and Night (BMB Study No. 1).

●

Here is a camparison of listening preference for WOAI against other network and non-network stations located within the 65-county area:

MORNING—(6:00 AM to 12:00 Noon)

WOAI	29%
All ABC Stations	16%
All CBS Stations	14%
All MBS Station	7%
Non-net. Stations	11%

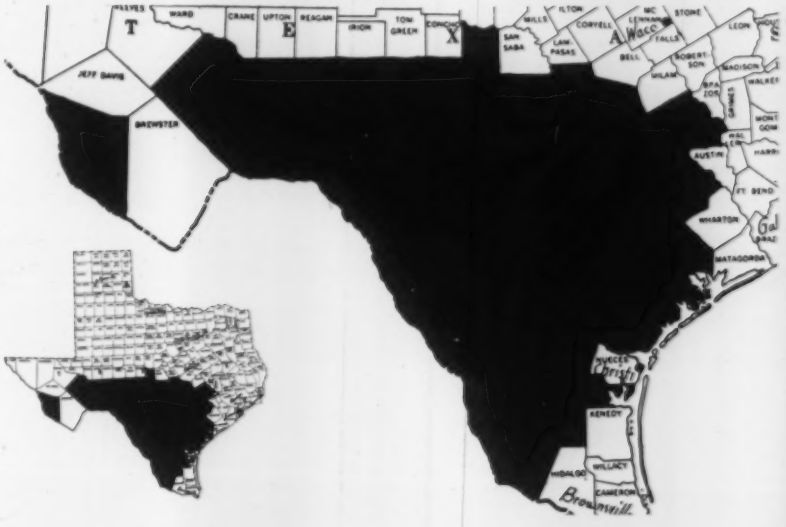
AFTERNOON—(12:00 Noon to 6:00 PM)

WOAI	30%
All ABC Stations	17%
All CBS Stations	12%
All MBS Stations	6%
Non-net. Stations	10%

EVENING—(6:00 PM to 12:00 Mid.)

WOAI	35%
All ABC Stations	14%
All CBS Stations	16%
All MBS Stations	4%
Non-net. Stations	2%

These are the 65 counties surveyed by Hooper (Total Radio Families, 320,940 — BMB 1948 estimate).



The Hooper Listening Area Index is based on a record of habitual family listening data obtained from mail ballots received from a cross-section of homes in the surveyed area.

This question was employed on the mail ballot: "To what stations do you and your family listen MOST FREQUENTLY, OR MOST OF THE TIME?"

WOAI San Antonio

NBC • 50,000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

Management

MRS. MARSHALL B. HANKS, wife of late MARSHALL BERNARD HANKS, president of KRBC Abilene, Tex., succeeds her husband as station's president. ANDREW B. SHELTON, national advertising manager of Abilene *Reporter-News*, has been appointed executive vice president. And GEORGE S. ANDERSON, business associate of Mr. Hanks, was elected chairman of the board and secretary of the publishing company which operates KRBC.

JOHN H. MITCHELL, WBKB (TV) Chicago business manager, has been appointed general manager of station. Mr. Mitchell was formerly with Balaban & Katz (licensee of WBKB) theatre operations.

CLIFFORD FOX has been appointed manager of KVSM San Francisco. He was formerly with station's Palo Alto, Calif., studio. FRANK M. CAMPBELL has been appointed program manager.

FRED G. GODDARD, manager of KXRO Aberdeen, Wash., has been elected president of Aberdeen Chamber of Commerce.

NORMAN LUKER, head of British Broadcasting Corp.'s Talks Dept., London, has been appointed North American representative of BBC, succeeding WILLIAM H. REID. Mr. Reid is returning to England after six and a half years in America.

PAUL H. MARTIN, formerly commercial manager of WISR Butler, Pa., has been appointed general manager of WSKI Montpelier and Barre, Vt.

Mr. Martin

J. LEONARD TAYLOR, formerly general manager of WCMW Canton, Ohio, has been appointed manager of WBUT Butler, Pa.

STANLEY JASINSKI, general manager of WWOL Lackawanna, N. Y., is the father of a girl, Marie Grace.

BOB McGALL, assistant manager of CJBC Toronto, has been promoted to assistant to manager of Dominion Network, in charge of CJBC. Mr. McGall replaces BOB KESTEN, former acting manager of CJBC, now freelancing in Toronto. BUD WALKER is manager of Dominion Network for Canadian Broadcasting Corp. Mr. McGall has been with CBC for two years.

WALTER ALBERT BUCK has been elected operating vice president of RCA Victor Division, Radio Corp. of America, Camden, N. J. He has served as president of Radiomarine Corp. of America, a service of RCA, since March 1948. He had previously been with the U. S. Navy, retiring as a rear admiral.

Mr. Buck

JOSEPH H. McCONNELL has been elected vice president in charge of finance of Radio Corp. of America, New York. Mr. McConnell joined legal department of RCA Mfg. Co., now RCA Victor Division, in 1941. He has been a vice president in charge of law and finance of RCA Victor since April 1947.

Mr. McConnell

SEYMOUR N. SIEGEL, general manager of WNYC New York, has been appointed radio chairman for New York for the "Gratitude Train," arriving from France on Feb. 2, as that country's "thank you" for the "Friendship Train."

DICK JOY, general manager, KCMJ Palm Springs, Calif., is currently on leave of absence from station to take up freelance announcing in Hollywood. ROLAND VAILE replaces him as acting manager.

Norfleet-Church

WILLIAM JAMES NORFLEET, chief accountant of FCC, and Mrs. Norfleet have announced the engagement of their daughter, Caroline Mason, to John Church, Washington. Mr. Church is the son of Mr. and Mrs. Durant Church and is a graduate of George Washington U., that city. Miss Norfleet is a graduate of Cornell U.

DAVID SARNOFF

In England for Hearings

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, sailed last Tuesday aboard the *Queen Mary* to appear before the British Arbitration Tribunal's hearings in the case of the Cable & Wireless Co.

The hearings, to be held in London, are to decide the price to be paid for the C & W properties which are being taken over by the British Government under the Nationalization Bill. Gen Sarnoff is to testify as an impartial expert. Neither he nor any RCA official or RCA itself, it was said, has any financial interest in the British company.

Gen. Sarnoff will later visit other countries in Europe on RCA business. He expects to return to United States early in March.

CHEVROLET

In Market for Radio Public Events Time

CHEVROLET will be on the lookout in 1949 for big public events radio time buys such as its purchase of NBC election newscasts last year, according to Thomas H. Keating, general sales manager. Chevrolet, he said, will spend more for advertising in the coming year than any other auto company in all history.

"We'll be in the market for any broadcast that will draw listeners by the millions," he told BROADCASTING at the press showing Tuesday of the 1949 Chevrolet in the Waldorf-Astoria Hotel, New York.

Earlier, he told radio, newspaper and advertising executives from Chevrolet's Atlantic Seaboard region that his company was happy about the 14-hour election night radio purchase.

He admitted that there was some "grousing" at the repetitive nature of the "Chevrolet is first" message that evening but added that he ascribed most of the complaints to "Republicans and competitors." The majority of critics, he said, believed it a "clever use of radio time."

Outlining the success of Chevrolet in 1948, when, he claimed, it outsold all other automobiles, he said that Chevrolet spent more money for advertising in the past 12 months than any other auto company.

"In 1949," he said, "the expenditure will be greater by far—and you can underscore 'by far'—more than any other auto company in all history.

"We'll really open all the stops this year. We do so because we are three years closer to the competitive market than we were when we opened production after the war."

He also revealed that the more conservative Chevrolet executives believe that at least a 10% production increase will be achieved in 1949. If that goal is reached, it will make the year the biggest in Chevrolet history. In 1948, he said, production reached 1,055,000 cars and trucks, third largest in its history.

In his talk, Mr. Keating praised Campbell-Ewald Co., Chevrolet's advertising agency, for its work in aiding the company achieve sales supremacy. "It is the only agency we have ever had and we are proud of that," he said.

CALIFORNIA LIBEL

Group Seeks Exemption Law

IN AN attempt to clarify radio's libel responsibilities on the state level, a group of California radio men on Jan. 8 conferred with Gov. Earl Warren in Sacramento. Harry Butcher, KIST Santa Barbara owner and president of California Broadcasters Assn., lead the group seeking support of a measure to exempt radio stations from libel responsibilities in political addresses and other spontaneous comment beyond control of stations.

Others who conferred with Gov. Warren were Calvin J. Smith, KFAC Los Angeles general manager and NAB district director; William Beaton, general manager of KWKW Pasadena and Southern California Broadcasters Assn. president, and Donn Tatum, counsel for CBA and SCBA.

AIEE Includes TV

AMERICAN Institute of Electrical Engineers has included a session on television in the program of its annual winter general meeting, to be held Jan. 31-Feb. 4 at New York's Hotel Statler. Set for 10:30 a.m., Jan. 31, the TV session will include P. C. Goldmark, CBS, speaking on "Brightness and Contrast in Television"; H. P. Steier, RCA, on "Development of Large Screen Metal Kinescope"; T. T. Goldsmith, Allen B. DuMont Labs, "Progress Report on Ultra High Frequency Television"; S. C. Spielman, Philco Corp., "Input Power Requirements of Television Receivers"; R. V. Little Jr., RCA, "Large Screen Projection Television."

WCPO REALIGNS

Executives in New Posts

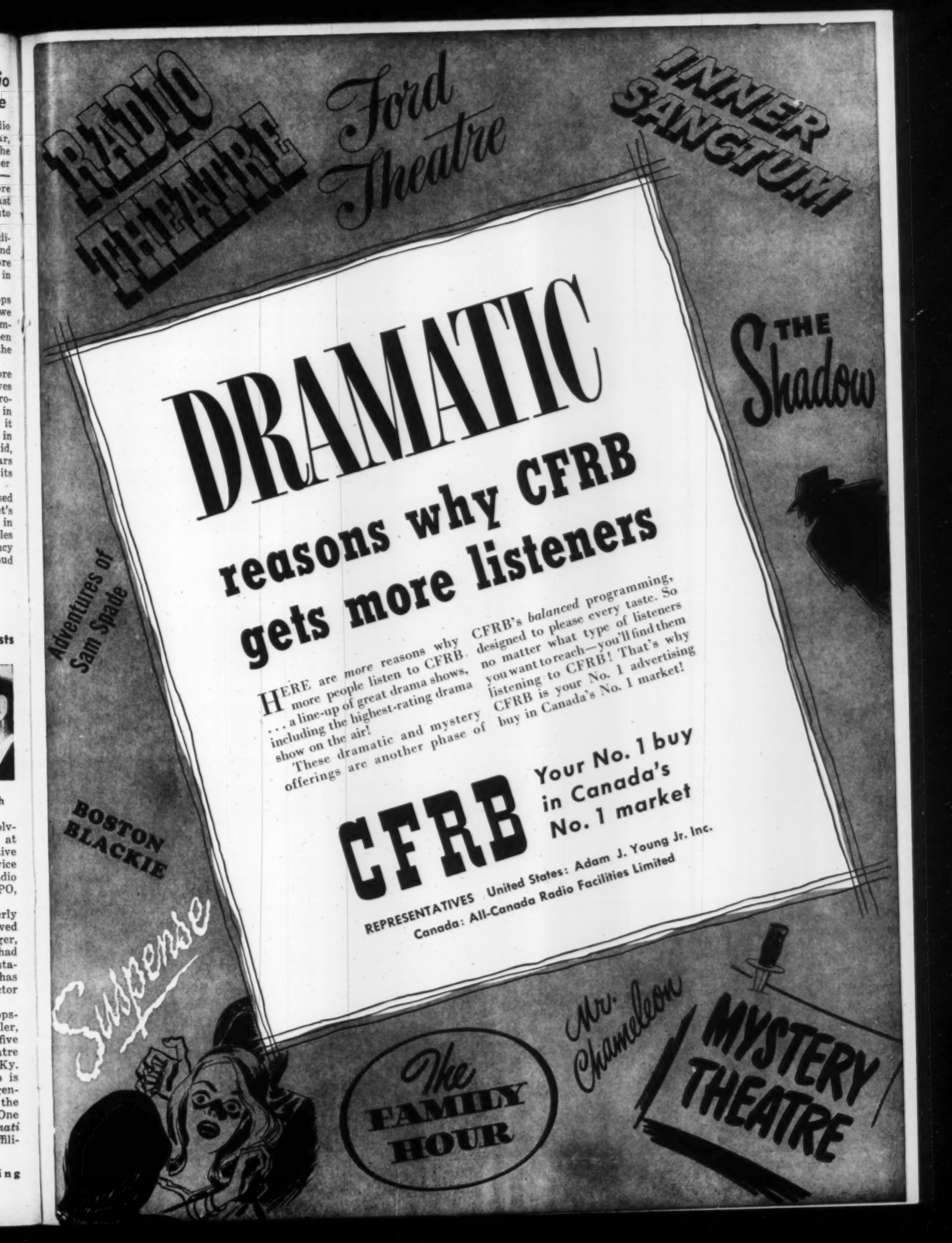
Mr. Miller

Mr. Smith

PERSONNEL realignment involving three executive positions at WCPO Cincinnati became effective this month, M. C. Watters, vice president of Scripps-Howard Radio and general manager of WCPO, announced.

John Patrick Smith, formerly WCPO station director, has moved up to assistant general manager, and Glenn Clark Miller, who had been program director, is now station director. Earl Corbett has moved into the program director post.

Mr. Smith has been with Scripps-Howard for 21 years. Mr. Miller, who joined the organization five years ago, is president of Theatre Productions Inc., Fort Thomas, Ky. Head of Scripps-Howard Radio is Jack R. Howard, who is also general editorial manager of the Scripps-Howard newspapers. One of these papers is *The Cincinnati Post*, with which WCPO is affiliated.


RADIO THEATRE
Ford Theatre
INNER SANCTUM
THE Shadow
DRAMATIC
reasons why CFRB gets more listeners
HERE are more reasons why more people listen to CFRB . . . a line-up of great drama shows, including the highest-rating drama show on the air!
These dramatic and mystery offerings are another phase of CFRB's balanced programming, designed to please every taste. So no matter what type of listeners you want to reach—you'll find them listening to CFRB! That's why CFRB is your No. 1 advertising buy in Canada's No. 1 market!
CFRB
Your No. 1 buy in Canada's No. 1 market
REPRESENTATIVES United States: Adam J. Young Jr. Inc.
Canada: All-Canada Radio Facilities Limited
Adventures of Sam Spade
BOSTON BLACKIE
Suspense
The FAMILY HOUR
Mr. Chameleon
MYSTERY THEATRE

PUT YOUR COLLEGE ON THE AIR

INSTALL THE GATES BFE-10 TRANSMITTER TO START YOUR EDUCATIONAL BROADCAST SYSTEM

You Get the Advantages of:

1. Low cost installation.
2. Basic FM transmitter for use in future power increase.
3. Low cost antenna requirements.
4. No expensive extras.

NOW any educational institution can have a fine broadcasting system at low cost,—easy to install and operate.

Gates BFE-10 Frequency Modulated ten watt transmitter is the ideal basic unit for such an installation. It, and a small amount of associated equipment, will assure you of giving a broadcast service to your community of unequalled quality; a service to bring your organization into the everyday life of all, to integrate the high intellectual standards of education with your public's thinking.

Send for information on this new way to further your school's advantages. A complete quotation on a system to fit your needs will be sent on request.

Gates Radio Company
Quincy Illinois

Respects

(Continued from page 40)

Galesburg and Monmouth.

With football his extra-curricular activity, he graduated from high school in Dixon, Ill., in the spring of 1926. At that time he earned the nickname of "Moon." He had his hair shaved off and the effect was "moon like," others decided.

Following high school, the next couple of years were spent as cost accountant for a few business firms. With monies saved to supplement a scholarship, in fall of 1929 he enrolled at Eureka (Ill.) College, majoring in economics and sociology.

Hashing for board in the girl's dormitory, Neil Reagan also managed the college print shop and took in much "outside work." And he also lettered in football as an end.

Taking an active part in college politics, he was president of the Booster's Club which ran the annual homecoming dance and other money-making campus events. During his senior year he was also chapter president of Tau Kappa Epsilon. Along with it he managed to teach freshmen classes in economics.

He was graduated with an A.B. in 1933 and a few weeks later he visited brother Ronald.

KFWB Next Stop

Remaining with WHO for balance of the year, "Moon" Reagan in early 1934 was transferred to WOC Davenport. He continued with that station seven years and was program director upon resignation in favor of the West Coast and the movies.

KFWB Hollywood was his next stop as a sports announcer. Later he was made newscaster and editor and production manager in fall of 1943. In the meanwhile he was also putting his acting ability to use, freelancing in several Warner Bros. and Columbia Pictures productions. Nor was radio acting overlooked.

He left KFWB in July 1944 to join CBS Hollywood as a senior director. With advertising agencies taking many of their key men from the networks, McCann-Erickson some six months later invited him to join its Hollywood production staff as a director.

First assignment was on the NBC *Westinghouse Show* with John Charles Thomas. Since then his duties have multiplied and Mr. Reagan has dropped his acting chores.

Heads Production

He sort of slid into handling all radio activity at the agency's Hollywood office, assuming the title of Hollywood radio production manager. Along with those duties he was made the agency's Hollywood manager in mid-November 1948, succeeding the late August J. Bruhn.

Whirlwind was his romance with Elizabeth Hoffman of Des Moines. On a blind date, they met in late July 1935 and were married Aug. 31, that year. The Reagans but recently moved into their new home in suburban Bel Air district.

Gardening Hobby

A philatelist, Mr. Reagan also lists gardening as a hobby. Other spare time is spent in his workshop. Denying that he is a joiner, admitted is a membership in Hollywood Ad Club.

Five feet 11½ inches with brown hair and hazel gray eyes, and 170 lbs., John Neil ("Moon") Reagan is always in a state of calm. "Take it easy, don't get excited and you can accomplish more," he says. And young Mr. Reagan maintains that philosophy in his daily life.

WTAG's transmitter building.

WTAG-FM POWER

Boost to 20 kw Effected

WITH tests completed on its new transmitter at Paxton, Mass., WTAG-FM Worcester, Mass., is operating with increased power of 20 kw, the station announced last week. All WTAG programs are being duplicated, 7:45 a.m.-11:15 p.m. daily.

WTAG-FM has been on the air since 1940 with limited power, operating from a unit in WTAG's transmitter at Holden, Mass. With its increased power the FM station will continue to operate on Channel 241 (96.1 mc).

The new transmitter and adjoining 200-ft. tower include the latest innovations in transmitter construction, WTAG-FM reports.

Because of the exposed and isolated location and 1,300-ft. elevation of the FM transmitter, provisions are kept on hand to last a stormbound operator for many days. Emergency power would be provided by a 50 kw gas generator, which would switch on automatically within five seconds should normal source of power be cut off.

FIGHTING FUND

Radio Guild Gives Pledge

THE RADIO GUILD, United Office and Professional Workers of America, CIO, has pledged $2,000 to the $100,000 Fighting Fund the union decided upon at a UOPWA National Conference held Jan. 8-9 in New York City. The money will be used for a new organizing drive.

On the floor of the conference, the Radio Guild was commended for its new contract with CBS, covering 650 white collar workers and providing for average increases of $4 weekly [BROADCASTING, Nov. 22].

The guild also pledged to repay $1,200 it owed the national office for aid in the CBS negotiations and then immediately raised $900 of this amount.

KTLA (TV) Hollywood children's show, *Judy Splinters*, has been awarded the 1948 Television Award of the Tenth District of the California Congress of Parents and Teachers.

Telespots Opens Office

TELESPOTS Inc., New York, producers and distributors of open end and package film television commercials, last week announced the opening of a Washington, D. C. sales office at 420 Victor Bldg. Al Sherman, president of the Sherman Plan Inc., Washington, distributors of industrial motion pictures, will head of the Washington office. He was formerly director of short subjects publicity and advertising for Columbia Pictures, New York.

FIRST FIFTEEN PACIFIC HOOPERATINGS

December 1948—Evening

Program	No. of Cities	Sponsor & Agency	Hooper	Year Ago Hooper	+or—	Pos.
Jack Benny*	6	American Tobacco (BBDO)	34.9	37.1	—2.2	1
Charlie McCarthy	6	Standard Brands (JWT)	24.9	28.1	—3.2	5
Fibber McGee & Molly	6	S. C. Johnson & Son (NL&B)	24.8	28.2	—3.4	4
Horace Heidt	6	Philip Morris (Biow)	23.1	14.1	+9.0	33
Bob Hope	6	Lever Bros. (Y&R)	22.9	29.7	—6.8	3
Bing Crosby	6	Philco Corp. (Hutchins)	22.7	21.2	+1.5	10
Phil Harris-Alice Faye	6	Rexall Drug Co. (BBDO)	21.1	22.2	—1.1	9
Dennis Day	6	Colgate-Palmolive-Peet Co. (Bates)	20.3	12.7	+7.6	42
Fred Allen	6	Ford Dealers of America (JWT)	20.0	26.5	—6.5	6
People Are Funny	6	B. & W. Tobacco Corp. (Seeds)	19.6	14.4	+5.2	32
Truth or Consequences	6	Procter & Gamble (Compton)	18.8	22.9	—4.1	8
Walter Winchell (2 mos)	6	Andrew Jergens Co. (Orr)	18.0	33.2	—15.2	2
The Whistler	6	Signal Oil Co. (Stebbins)	17.8	12.0	+5.8	46
Radio Theatre	6	Lever Bros. (JWT)	17.6	18.3	—0.7	14
Take It or Leave It	6	Eversharp (Biow)	17.0	16.2	+0.8	22

* Includes first and second broadcasts

CCNY RADIO MEET

Set for March 29-30

EXPANDED opportunities in radio and television will be the theme of the fifth annual City College of New York Radio-Television and Business Conference March 29 and 30 in New York's Hotel Roosevelt. On March 30, the annual CCNY radio and television awards will be announced. Deadline for filing award entries is Jan. 31.

The advisory committee planning the conference includes: Dr. Harry N. Wright, president of the City College of New York; Elon G. Borton, president and general manager, Advertising Federation of America; Earl Bunting, president, O'Sullivan Rubber Co. and managing director, the National Assn. of Manufacturers; Wayne Coy, FCC chairman; Augustin Frigon, general manager, Canadian Broadcasting Corp.; Carl Haverlin, president, Broadcast Music Inc., and president, Radio Executives Club of New York; William S. Hedges, NBC vice president; Ira A. Hirschman, president, Metropolitan Television Inc.; Bernice Judis, vice president and general manager, WNEW New York; Al Paul Lefton, president, Al Paul Lefton Co.; H. L. McClinton, vice president, N. W. Ayer & Son; Howard S. Meighan, CBS vice president; Thomas L. Norton, dean, City College School of Business; Vergil D. Reed, associate director of research, J. Walter Thompson Co.; Robert Saudek, ABC vice president in charge of public affairs; Theodore C. Streibert, member, MBS board of directors, and president WOR New York; Robert D. Swezey, and A. D. Willard Jr., NAB executive vice president.

MERGER

International, Universal Join

MERGING of International Recording Studios with Universal Recorders has been announced by Will H. Voeller, executive vice president of latter firm. Corporation will be known as Universal Recorders Inc.

All studio and recording activities of both companies are now concentrated at the studios of Universal Recorders, 6757 Hollywood Blvd. Those now occupied by International Recording Studios at 6700 Sunset Blvd. are closed for all recording activities. Dixon McCoy has joined Universal as vice president.

New FM Transmitter

A NEW 10 w FM transmitter said by its manufacturers to be the smallest, lightest, and least expensive of its kind and designed for use in educational radio, has been announced by Radio Engineering Labs, Long Island City, N. Y. The transmitter sells for $1,595. Its maximum coverage is five miles.

JOHNSTON, URIDGE

Elected by SPAC

ABC's Stations Planning and Advisory Committee has elected Henry P. Johnston, executive vice president of WSGN Birmingham, as representative for District 4, south-central states, Mark Woods, ABC president announced last week. Harold Krelstein, general manager of WMPS Memphis, is his alternate.

Mr. Johnston

ABC executives and officials from the network's stations in the Southwest, Middle Atlantic and Central states, will meet on Jan. 27, in Chicago's Ambassador East Hotel.

Owen Uridge, manager of WQAM Miami, Fla., was elected to represent District 8 of ABC's Stations Planning and Advisory Committee. Mr. Uridge was named at last week's meeting between southeastern station representatives and network officials in New Orleans.

Elected as alternate representative was Walter H. Goan, manager of ABC affiliate WAYS Charlotte, N. C.

Clear Breakdown

(Continued from page 23)

a 1938 resolution by Sen. Burton K. Wheeler (D-Mont.).

Meanwhile, on the House side of Capitol Hill, Rep. William Lemke (R-N. D.), resurrected another 80th Congress proposal. Congressman Lemke proposed that the Communications Act be amended to make decisions of the FCC appealable to the courts if it can be shown they were based on scientific or technical error.

The measure (H.R. 856) was almost identical with one introduced unsuccessfully in the preceding Congress.

Hopes of the FCC commissioners for earlier action on proposals to raise their pay to $17,500 were dashed last Thursday when amendments were made to the bill in which the pay raises were contained.

To expedite passage of the measure, which also included pay raises for the President, Vice President and Speaker of the House, the portion pertaining to agency heads was deleted. This was necessary in order to insure passage of the bill, approved last Wednesday by the Senate Civil Service Committee, by Jan. 20. President Truman would receive no benefits from the legislation during his new term unless the measure were passed before that date.

The Senate approved the amended bill last Thursday.

Sen. Johnson introduced two other bills last Thursday concerning radio.

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
REPORT WEEK DEC. 5-11, 1948

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	32.2	−1.9
2	2	Talent Scouts	27.2	−1.0
3	4	McGee & Molly	26.6	+2.2
4	3	Bob Hope	25.0	0.0
5	7	My Friend Irma	24.7	+1.5
6	6	Jack Benny	24.3	+0.8
7	14	Harris-Faye	23.4	+1.4
8	5	Jergens Journal	23.0	−1.3
9	48	Suspense	22.5	+6.6
10	8	Duffy's Tavern	21.9	−1.0
11	24	This Is Your FBI	21.8	+2.1
12	10	Mr. D. A.	21.6	−0.7
13	15	People Are Funny	21.3	+1.4
14	18	Dennis Day	21.1	+2.9
15	37	Mr. Keen	20.7	+4.9
16	31	FBI, Peace, War	20.5	+3.9
17	13	Big Town	20.4	−0.2
18	33	Truth or Conseq.	20.2	+2.5
19	17	Charlie McCarthy	20.2	−0.5
20	11	Inner Sanctum	20.2	−2.3
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	16.6	+0.1
2	2	Beulah	13.7	−0.1
3	3	Edward R. Murrow	12.9	−0.4
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	2	Backstage Wife	12.2	+0.8
2	3	When a Girl Marries	12.2	+0.5
3	6	Right to Happiness	11.9	+1.8
4	5	Young Widder Brown	11.9	+1.1
5	1	Godfrey (Ligg. & Myers)	11.7	+0.4
6	4	Stella Dallas	11.3	+0.7
7	22	Helen Trent	11.0	+2.4
8	17	Our Gal, Sunday	11.0	+2.0
9	7	Portia Faces Life	10.7	+0.2
10	8	Pepper Young	10.6	+0.9
11	12	Lorenzo Jones	10.6	+1.0
12	13	Wendy Warren	10.6	+1.9
13	10	Ma Perkins (CBS)	10.2	+0.8
14	11	Big Sister	10.2	+1.0
15	24	Aunt Jenny	9.5	+2.0
DAY, SAT. OR SUN., 5-60 MIN.				
1	5	Detective Mysteries	15.0	+2.3
2	6	Quick as a Flash	14.0	+1.4
3	4	County Fair	13.7	+1.8
4	1	Armstrong Theater	13.3	+0.5
5	3	Grand Central	13.1	+1.4

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	24.6	−1.4
2	4	McGee & Molly	20.8	+0.5
3	3	Jergens Journal	20.4	−1.2
4	6	My Friend Irma	19.6	+0.3
5	2	Talent Scouts	19.5	−1.2
6	5	Bob Hope	19.5	−0.1
7	8	Jack Benny	18.9	+0.5
8	22	This Is Your FBI	18.3	+2.4
9	7	Mr. D. A.	18.2	+0.2
10	16	Harris-Faye	17.7	+1.0
11	9	Duffy's Tavern	17.6	−0.4
12	27	Mr. Keen	17.5	+4.5
13	17	Dennis Day	17.3	+2.8
14	11	People Are Funny	17.1	+0.1
15	39	Suspense	16.9	+4.2
16	15	Stop the Music (4th qtr.)	16.2	−0.4
17	12	Big Town	16.0	−0.3
18	29	Crime Photographer	16.0	+3.0
19	32	FBI, Peace, War	15.9	+3.4
20	25	Truth or Conseq.	15.7	+1.3
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	2	Lone Ranger	12.9	0.0
2	1	Beulah	11.8	+0.2
3	5	Jack Smith	10.1	+0.1
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	Backstage Wife	11.0	+0.6
2	2	When a Girl Marries	10.9	+0.5
3	6	Right to Happiness	10.6	+1.6
4	5	Young Widder Brown	10.5	+1.2
5	3	Stella Dallas	10.2	+0.7
6	21	Romance of Helen Trent	9.7	+2.3
7	9	Pepper Young's Family	9.7	+1.4
8	4	Godfrey (Ligg. & Myers)	9.6	+0.7
9	7	Portia Faces Life	9.6	+0.4
10	13	Our Gal, Sunday	9.5	+1.5
11	8	Ma Perkins (CBS)	9.5	+1.1
12	17	Lorenzo Jones	9.2	+1.1
13	11	Big Sister	9.0	+0.9
14	18	Wendy Warren	8.7	+1.5
15	12	Guiding Light	8.5	+0.8
DAY, SAT. OR SUN., 5-60 MIN.				
1	4	Detective Mysteries	12.1	+1.6
2	1	Grand Central	10.4	+0.8
3	5	County Fair	10.3	+1.5
4	9	The Shadow	10.2	+1.1
5	3	Harding Counterspy	10.0	+0.3

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Another Johnson measure (S-443) would give legislative approval of one of the proposals in President Truman's budget message (see story page 27). It would authorize the construction and outfitting of a radio laboratory building for the National Bureau of Standards at a cost of $4,475,000. This will receive the attention of the Senate Commerce Committee.

The Senate last week approved assignments to its committees [BROADCASTING, Jan. 10].

Committee Members

Composition of the Senate Committees which may deal with legislation directly or indirectly affecting the radio industry, during the 81st Congress are:

SENATE INTERSTATE AND FOREIGN COMMERCE

Sens. Edwin C. Johnson (D-Colo.), chairman; Ernest W. McFarland (D-Ariz.), Warren G. Magnuson (D-Wash.), Francis J. Myers (D-Pa.), Brien McMahon (D-Conn.), Herbert R. O'Conor (D-Md.), Lyndon B. Johnson (D-Tex.), Estes Kefauver (D-Tenn.), Charles W. Tobey (R-N. H.), ranking minority member; Clyde M. Reed (R-Kans.), Owen Brewster (R-Me.), Homer E. Capehart (R-Ind.), and John W. Bricker (R-Ohio).

EXPENDITURES IN EXECUTIVE DEPARTMENTS

Sens. John L. McClellan (D-Ark.), chairman; James O. Eastland (D-Miss.), Clyde R. Hoey (D-N. C.), Glen H. Taylor (D-Idaho), Herbert R. O'Conor (D-Md.), Russell B. Long (D-La.), Hubert H. Humphrey (D-Minn.), Joseph R. McCarthy (R-Wis.), ranking minority member; Irving M. Ives (R-N. Y.), Karl E. Mundt (R-S. D.), Margaret Chase Smith (R-Me.), Andrew F. Schoeppel (R-Kans.), and Arthur H. Vandenberg (R-Mich.).

LABOR AND PUBLIC WELFARE

Sens. Elbert D. Thomas (D-Utah), chairman; James E. Murray (D-Mont.), Claude Pepper (D-Fla.) Lister Hill (D-Ala.), Matthew M. Neely (D-W. Va.), Paul H. Douglas (D-Ill.), Hubert H. Humphrey (D-Minn.), Robert A. Taft (R-Ohio), ranking minority member; George D. Aiken (R-Vt.), H. Alexander Smith (R-N. J.), Wayne Morse (R-Ore.), and Forrest C. Donnell (R-Mo.).

Although both the Democratic and Republican Committee on Committees have selected nominees for committee posts in the lower body, appointments had not been announced late last Thursday.

Gates Booklet

GATES RADIO Co., Quincy, Ill., has just released through its engineering department a booklet entitled *Standing Wave Ratios in the FM Broadcast Band.* The booklet has been prepared by B. E. Parker, head of the FM section of Gates, and deals with the subject of standing wave ratios and their particular effect in the transmission of high frequencies, such as FM and TV. The booklet is being mailed to all station engineers. Gates will supply copies without charge to those interested.

AIMS MEET

Craney Gathering Same Day

FIRST meeting of the Assn. of Independent Metropolitan Stations will be held Jan. 28-29 at the Stevens Hotel, Chicago, according to a joint announcement by Patt McDonald, WHHM Memphis; Steve Cisler, WKYW Louisville, and Dave Baylor, WJMO Cleveland.

The AIMS meeting has no connection with a meeting Ed Craney, Northwest broadcaster, has called for Jan. 28 at the Palmer House, Chicago [BROADCASTING, Dec. 27].

The Craney meeting was called to set up an organization of stations to fight against clear channels. Invitations were sent to some 2,000 independent and non-clear channel broadcasters by Mr. Craney.

AIMS group will consider station operating practices, new applicants for membership, possible group purchasing of program materials, potential group selling and promotion of independent metropolitan stations and plans for a national meeting in conjunction with the NAB convention in April.

AIMS is composed of 21 independents in large metropolitan markets, and there are 24 new membership applicants, according to the announcement, which added:

"AIMS has been in existence since August 1948. It operates informally without any officers, constitution or dues, and serves as an exchange of operating ideas, programs, sales tips and other practical problems. It does not concern itself with any legislative matters."

GAB MEETING

Two-Day Session at Rome

PANEL DISCUSSION on selling and talks on FM and on radio's prospects for 1949 will feature the winter meeting of the Georgia Assn. of Broadcasters, Jan. 28-29 at Rome, Ga.

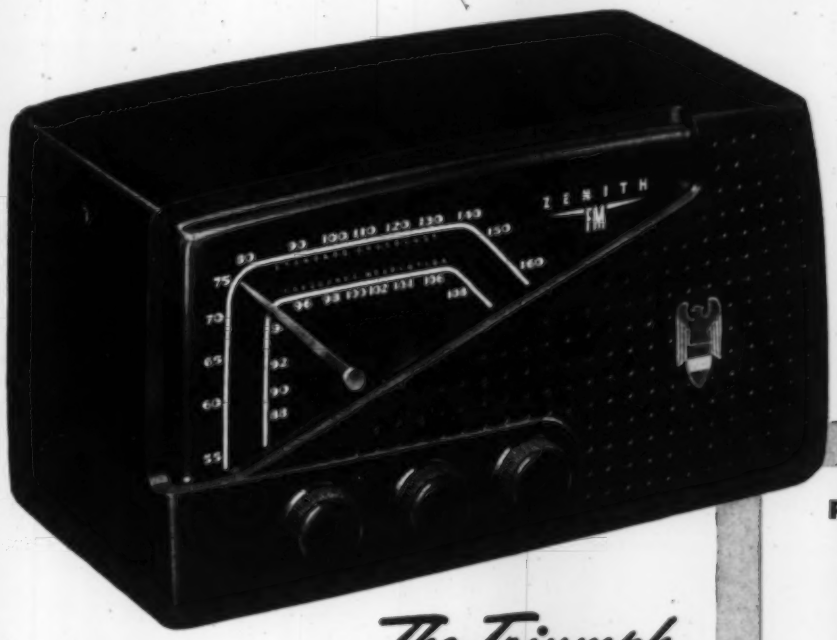
Meeting will open with a luncheon Jan. 28. Maury Long, business manager of BROADCASTING, then will discuss "Radio's Outlook for 1949," and Thad Holt, general manager of WAPI Birmingham and its FM affiliate, WAFM, will speak on "All Phases of FM Broadcasting."

The afternoon session will close with the discussion on selling. Panel members will be Mrs. C. C. Fuller, Tucker Wayne Agency, Atlanta, speaking from the time-buyer's viewpoint; James Ayers, Taylor-Borroff, Atlanta, speaking for radio representatives; Frank Gaither, WSB Atlanta, presenting viewpoint of the large stations, and Robert Rounsaville, WQXI Buckhead, Ga., small stations.

The Saturday morning program, according to an announcement mailed to GAB members by John Fulton, WGST Atlanta general manager and GAB president, will be devoted to a business meeting at which the association "will discuss the progress made on the libel law and your interest in Fifth District directorship of NAB."

FM BROADCASTERS:

Here's the answer to YOUR audience-building problem...



The Triumph

A Really Good FM-AM RECEIVER *with Genuine* ARMSTRONG FM

PRICED FOR VOLUME BUSINESS

$59.95

West Coast Slightly Higher

HERE'S HOW TO GET MORE OF THESE RADIOS INTO YOUR TERRITORY

Talk to your local Zenith dealer or distributor today. He's anxious to help you plan a program to make listeners as completely FM-conscious as possible! He has up-to-the-minute information, suggestions and sales promotion plans, designed to get more Zenith* Triumphs into your territory. Yes, your Zenith dealer or distributor is ready to help you develop an effective campaign—to sell Zenith Triumph radios, and to increase YOUR listening audience. Call him today!

Prices Subject To Change Without Notice

Ask Your ZENITH Distributor or Dealer to DEMONSTRATE IT!

Hear your own station, as you want your audience to hear it . . . crystal-clear and static-free, with genuine Zenith-Armstrong FM. The powerful Zenith built Alnico "5" speaker reproduces your programs in full, natural tone quality. See it, hear it, compare the value . . . and you'll agree that the low-priced Triumph is the answer to your audience building problem.

USE THIS NEW ZENITH YOURSELF!

You will want these radios throughout your offices for monitoring purposes. Your time salesmen will want them, too, for the "Triumph" is so small and compact. It's easy to carry about and to demonstrate—in the prospect's own office—the static-free, true-fidelity quality of FM. Zenith's patented Light-Line Antenna eliminates the need for a dipole in areas of primary signal strength—and connection is provided for outside antenna where terrain or distance reduces signal strength. Thus, the Zenith "Triumph" insures perfect reception almost anywhere.

*Reg. U. S. Pat. Off.

Keep An Eye On

ZENITH RADIO CORPORATION • 6001 DICKENS AVENUE • CHICAGO 39, ILL.

IN THE Unique SPOKANE MARKET

A Market Well Adapted to Test Campaigns Because It Excels in All Points Surveyed By Sales Management.

• From Data Copyrighted 1948 by Sales Management. Further Reproduction Not Authorized.

KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

• Any Petry Man Has the Facts

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer

Radio Central Bldg.
Spokane 8, Wash.

MBS Billings

(Continued from page 26)

Advertisers (Cont'd):	
3. Bayuk Cigars	1,346,461
4. Miles Labs	1,301,106
5. Carter Products	1,195,913
6. Serutan	1,165,487
7. General Motors	1,021,330
8. R. B. Semler	921,173
9. Kaiser-Frazer	889,996
10. Pharmaco	755,466
11. Mutual Benefit Health & Accident Assn. of Omaha	728,706
12. Quaker Oats	706,415
13. General Foods	704,871
14. Ronson Art Metal Works	648,448
15. Cudahy Packing	626,880
16. Williamson Candy	526,246
17. Wander	489,159
18. Helbros Watch	477,938
19. Johns-Manville	425,780
20. Shotwell Mfg.	389,084
21. Lutheran Laymen's League	387,874
22. Noxzema Chemical	327,674
23. Trimount Clothing	319,083
24. Radio Bible Class	289,401
25. Gillette Safety Razor	287,671
26. Voice of Prophecy	278,917
27. U. S. Tobacco	258,532
28. Coca Cola	247,583
29. Nat'l Council of Protestant Episcopal Churches	231,278
30. Christian Reformed Church	208,451
31. Piedmont Shirt	207,325
32. Appalachian Coals	203,349
33. Revere Camera	188,144
34. Mail Pouch Tobacco	181,828
35. Musterole	136,422
36. Barbasol	131,111
37. Young Peoples Church of the Air	123,123
38. International Milling	117,956
39. Philco	106,747
40. U. S. Army Recruiting	102,292
41. Armour	99,330
42. Democratic National Comm.	98,765
43. Delaware, Lackawanna & Western Coal	86,246
44. Fuller Foundations	69,002
45. Teen Timers	67,005
46. Peter Paul	64,217
47. Continental Pharmaceutical	60,802
48. Wilson Sporting Goods	59,089
49. P. Ballantine	56,298
50. United Electrical Radio Machine Workers of America	55,829
51. Hormel	53,905
52. Volupte	52,095
53. First Church of Christ Scientist	52,008
54. Curtis Publishing	51,717
55. H. C. Cole Milling	46,821
56. Republican National Comm.	45,147
57. E. J. Brach	37,917
58. Doubleday	36,022
59. Progressive Party	32,767
60. Universal Carloading & Distributing	31,200
61. R. J. Reynolds Tobacco	29,686
62. Conti Products	24,710
63. American Bird Products	24,057
64. Perfect Circle	17,335
65. Mississippi Tabernacle	12,944
66. International Ladies Garment Workers	11,397
67. U. S. Rubber	10,252
68. Pilot Radio	9,291
69. Shipstad & Johnson	5,215
70. Penn. Comm. for Stassen	2,295
71. CIO PAC	887
72. Grand Lodge of Free & Accepted Masons	656
73. Pepsodent Div.-Lever Bros.	80
Total	$22,769,464

MUTUAL 1948 AGENCY EXPENDITURES

1. Cecil & Presbrey	$2,049,850
2. Ruthrauff & Ryan	1,921,219
3. SSC&B	1,523,587
4. Wade Adv.	1,518,538
5. Gardner Adv.	1,381,800
6. Wm. H. Weintraub & Co.	1,362,531
7. Neal D. Ivey Co.	1,348,756
8. Kudner Agency	1,279,862
9. Erwin, Wasey & Co.	1,267,042
10. Roy S. Durstine Inc.	1,165,487
11. Benton & Bowles	704,871
12. Grant Adv.	626,880
13. Swaney, Drake & Bement	531,811
14. Aubrey, Moore & Wallace	526,246
15. Hill Blackett Inc.	489,159
16. J. Walter Thompson Co.	482,078
17. Gotham Advertising	387,874
18. Sherman & Marquette	355,614
19. Stanley G. Boynton Adv.	289,401
20. Maxon Inc.	287,671
21. H. B. Humphrey	283,286
22. Western Adv.	278,917
23. D'Arcy Adv.	247,583
24. Evans Assoc.	208,451
25. Haehnle Adv.	203,349
26. Roche, Williams & Clary	188,144
27. Walker & Downing	181,828
28. Brown & Bowers	175,168
29. C. Wendel Muench & Co.	171,652
30. BBDO	150,769
31. Crook Adv.	117,956
32. Hutchins Adv.	106,747
33. Foote, Cone & Belding	99,410
34. Warwick & Legler	98,765
35. R. H. Alber Co.	69,002
36. Buchanan Co.	67,005
37. Platt-Forbes	64,217
38. Arthur Meyerhoff & Co.	60,802
39. Ewell & Thurber Assoc.	59,089
40. Moss & Arnold Co.	55,829
41. Hirshon-Garfield	52,095
42. Alpha Adv.	44,787
43. Geo. H. Hartman Co.	37,917
44. Huber, Hoge & Sons	36,022
45. Fredrick Clinton Co.	32,767
46. Raymond Spector Inc.	31,200
47. Wm. Esty & Co.	29,686
48. Bermingham, Castleman & Pierce	24,710
49. Weston-Burnett	24,057
50. Henri, Hurst & McDonald	17,335
51. Marks & Neese	12,944
52. Furman, Feiner & Co.	11,397
53. Campbell-Ewald	10,252
54. Grey Adv.	9,291
55. Smith, Bull & McCreery	5,215
56. Kluger Adv.	887
57. Direct	656
Total	$22,769,464

AFTER 1,095 consecutive full-hour broadcasts on KCKN Kansas City, Lillard Guthrie (l), secretary-treasurer of Pla-Mor Inc., initiates another year's contract with Ben Ludy, general manager of the station. Pla-Mor, a dancing, skating and recreation center, has been sponsoring the Monday through Sunday strip for three years.

DON LEE PLEA

Asks FCC to Separate, Grant Renewals

FCC last week was pondering a petition filed by Don Lee Broadcasting System asking for separation of its long-pending renewal and related applications from what, in Don Lee's view, must be the forerunner of a general investigation of network practices.

The petition pointed out that Don Lee's renewal applications—five of them—have been tied up since Feb. 15, 1946, when the Commission called a hearing to determine whether the network had violated FCC's network option-time rules. The hearing was held in January 1947. Meanwhile, the petition noted, at least 11 other Don Lee applications have become tied up, either directly or indirectly, pending a decision on the hearing.

"The long delay," the petition said, apparently is "primarily the result of the fact that the record, although it may raise broad questions of regulation [and of] appropriateness of revision or modification of the Commission's network regulations, does not present any simple issues of violation of these regulations.

Extensive Information

"These questions are of such scope and character as to require extensive information concerning not merely the operation of petitioner's network but other regional networks and national networks and, particularly, the competitive aspects of network operation."

The petition also contends that FCC's present policy, in handling complaints or other information relating to possible violations, is to institute formal or informal investigations to determine whether there is any basis for renewal or revocation proceedings. If this policy had been in effect in 1946, the petition asserted, Don Lee's renewal applications would not be involved in the pending proceeding.

The network asked FCC to separate the applications and grant them, the grants to be made without prejudice to "any appropriate action the Commission may . . . desire to take" if and when it completes a general network investigation.

"Petitioner recognizes that the complexity of the problems of network regulation may preclude an early report or decision with respect to such matters, but submits that the Commission cannot, consistently with its present policies and practices, longer defer action on [these] applications because of the pendency of an inquiry into network practices."

Weiss Affidavit

Don Lee President Lewis Allen Weiss said in an accompanying affidavit that he would "personally insure" that the company will comply with all FCC rules, particularly the network regulations. He said compliance will be "not merely with the letter, but with the spirit of such regulations as they are now written and as they may be interpreted by the Commission in the future."

Applications involved are renewal bids for KGB San Diego, KDB Santa Barbara, KFRC San Francisco, and KHJ and KHJ-FM Los Angeles, and three CP applications: KGB San Diego and KFRC-FM and KFRC-TV San Francisco. In addition, action on eight other applications reportedly is being held up till the renewals are acted upon. Two transfer applications also are pending: One filed last June for approval of the transfer of stock from the estate of Donald M. Lee to Thomas S. Lee; and one filed in November for consent to transfer of control from Thomas S. Lee to Mr. Weiss and Willet H. Brown as guardians of the estate of Mr. Lee.

The petition was filed by Dempsey & Koplovitz, Washington counsel for Don Lee.

RAESE GRANT

Made Final for Cumberland

BY A 4-3 vote, FCC last week made final its proposed grant to Richard Aubrey Raese for a new 250 w full-time station on 1230 kc at Cumberland, Md. [BROADCASTING, July 26, 1948]. The application of Tri-State Broadcasting Co., seeking the same facilities, was denied.

The Commission majority preferred the Raese application over that of Tri-State on grounds of local ownership and integration of ownership and management. FCC Chairman Wayne Coy and Comr. Robert F. Jones, who dissented from the proposed decision, were joined by Comr. Frieda B. Hennock in voting for Tri-State in the final order. Miss Hennock had not participated in the proposed decision.

Mr. Raese, former basketball coach at the U. of West Virginia and now vice president of Greer Steel Co. at Morgantown, W. Va., is the son-in-law of Mrs. A. J. R. Greer, owner of WAJR and WAJR-FM Morgantown, WDNE Elkins, W. Va., and WKJF (FM) Pittsburgh, Pa. He has been active in the affairs of these stations, having supervised construction of the Elkins and Pittsburgh outlets and participated in WAJR operations. He is to be manager of his Cumberland station and plans a Mutual affiliation. George J. Kapel, WAJR program director, is to hold the same position with the Cumberland station.

Tri-State Principals

Tri-State, the unsuccessful applicant, is owned by 47 stockholders. Charles A. Piper, Cumberland bank president, heads the company. Approximately 42% of the stock is owned by 27 persons who have 73.4% of WBOC Salisbury, including WBOC President John W. Downing; 13 of these have 25% of Capital Broadcasting, new-station grantee for Annapolis, while another group has a minority interest in WCAO Baltimore.

Paley

(Continued from page 25)

all of the singer's terms. He was said to have even retreated on the transcription question. The crooner owns a recording company in competition with CBS's Columbia Records.

James Carmine, vice president in charge of advertising for Philco, sponsor of the Crosby show, arrived late in the week. He and Mr. Paley exchanged notes relative to a shift from ABC to CBS.

It was also considered significant that Edgar Bergen left Hollywood last Wednesday bound for New York where it has been indicated he will examine CBS video programming operations. He further intends to study the medium in all its facets while in the East.

Why does **Broadcasting** *reprint local market data from* **Sales Management's**

Survey of Buying Power?

Broadcasting magazine secured special permission to reproduce, in its October 1948 Marketbook, the copyrighted 1947 estimates on retail sales by counties from SALES MANAGEMENT'S May 10, 1948 SURVEY OF BUYING POWER. Why?? Because *Broadcasting* (along with the National Association of Broadcasters, the F.C.C., the leading networks and hundreds of local radio stations) recognizes SM's annual SURVEY as the basic source of local market data used by national advertisers and agencies throughout the nation.

Now in the works is SALES MANAGEMENT'S *1949* SURVEY OF BUYING POWER —the product of 20 years' usage and refinement by national advertisers and agencies plus the combined thinking of 17 leading marketing experts on a special Board of Advisory Editors. Below are reduced sample tables (with dummy figures) showing what the 1949 SURVEY, to be published May 10th, will tell sales and advertising executives about your market. This 20th annual SURVEY OF BUYING POWER will give the following new and exclusive data on U. S. counties, on more than 1,000 cities and on the 138 metropolitan county areas:

SAMPLE STATE

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.

COUNTIES CITIES	POPULATION SM ESTIMATES 1/1/49			RETAIL SALES—1948 SM ESTIMATES						WHOLESALE SALES	EFFECTIVE BUYING INCOME—1948 SM ESTIMATES						SALES ADVERTISING CONTROLS	
	Total (in thousands)	% of U.S.A.	Families (in thousands)	Dollars (in thousands)	% of U.S.A.	FOUR STORE GROUPS (in thousands of dollars) Food	General Mdse.	Drug	Furn.-House-Radio	SM Size	Net Dollars (in thousands)	% of U.S.A.	Per Capita	Per Family	FARM Size	FARM Labor %	% of U. S. A. Potential	Quality of Market Index
Adams.....17	29.5	.0176	9.6	32,642	.0202	8,148	7,002	1,097	4,117		72,811	.0261	1,453	4,517	A	62	.0257	113
Ashland.....92	25.0	.0153	8.5	29,819	.0184	7,926	5,919	997	3,892		47,601	.0201	1,611	4,911	B	70	.0200	119
Arthur.....17	5,530.6	3.8372	1,583.7	6,327,881	4.3323	1,507,219	1,117,002	368,400	796,717		9,841,700	4.8113	1,827	5,817	E	9	4.3121	138
Fort Blair.....	4,305.6	2.9443	1,221.1	5,552,001	3.7142	1,386,400	1,000,948	279,111	602,516	A	7,653,412	3.8172	1,911	6,002			3.6192	151
Waynesboro.....	116.2	.0861	41.6	118,203	.0919	27,812	17,001	4,117	13,802	C	149,600	.0863	1,807	5,517			.0813	129
Bleecker.....19	38.3	.0222	12.2	47,819	.0241	10,004	8,868	2,889	5,999		81,004	.0237	1,200	3,917	D	41	.0212	91
Evanstown.....	17.1	.0101	5.8	20,038	.0112	5,617	3,811	542	3,727	E	29,816	.0132	1,113	3,796			.0109	89

(Tables reduced from 7" width)

The opportunity for Radio and TV Stations

SALES MANAGEMENT'S 1949 SURVEY presents your local station with an exceptional opportunity for effective tie-in advertising close to the above data on your market. Your SURVEY ad will not only keep your story before more than 17,000 advertiser and agency executives throughout the year, but it will give you authority to quote the SURVEY'S copyrighted figures in all your own printed media promotion. Closing date for reservations in the city-county section is February 18th and positions will be assigned on a first-come, first-served basis.

For complete details about SALES MANAGEMENT'S 1949 SURVEY OF BUYING POWER write for our "Brief on the 1949 Survey."

THE MAGAZINE OF MARKETING

ABP ABC **Sales Management**

386 Fourth Avenue, New York 16, N. Y. • 333 North Michigan Ave., Chicago 1, Ill. 15 East de la Guerra, Santa Barbara, Calif.

Coaxial

(Continued from page 32)

television, stated: "I want to extend my appreciation to the performers on television programs who are providing such fine entertainment; to the research engineers who are continually endeavoring to improve the medium; to the men and women who actually run the stations and do such a magnificent job. To all these I want to say: 'You are the pioneers in this great field and you deserve credit for its sensational progress.' "

Dr. DuMont appeared by "Teletranscription" on the round-up, enabling him to be in Pittsburgh where the new DuMont TV station WDTV was making its air debut concurrently with the opening of the new coaxial cable link.

Recalling that "a great flow of programming came out of the Midwest to set the pace for radio," NBC's president, Niles Trammell, said that "we here in the East look for the same fine contributions to develop in television."

He hailed the opening of the cable as "another tremendous stride towards better understanding among Americans, better communication and a better way of life."

Lauding the video progress signalized by the linking of the East and Midwest, Mark Woods, ABC president, pointed out that, "like all pioneering, television is expensive."

He continued: "In the true American tradition, television, like radio, must be self supporting. The radio industry and American business must make it self supporting. Ours is not the way of special taxation or government subsidy. I am confident that television—the greatest medium for the display of products—will in a few short years be paying its own way. Already, many of our industries and businesses are sponsoring some of our finest programs."

Dr. Frank Stanton, CBS president, pointed out that the true importance of the cable will lie in the kinds of programs it will carry "into the 14 great metropolitan areas which it serves and the 40 million people which they contain.

Program Need Emphasized

"I wish in no way to minimize the tremendous importance of the technical marvel of communication we are celebrating today. But I do wish to say that this great cable can only be as good as the pictures it carries. There is no substitute for good programming. And it is to that end now that I can promise you we will direct our best talents and energies."

The CBS quarter-hour which opened the TV network program showcase fell far short of Dr. Stanton's promise.

In essence, one of Arthur Godfrey's morning AM network programs with cameras added, the program opened with a puff of cigarette smoke and during its course, Mr. Godfrey got in plugs not only for Chesterfields and for his new TV program for them, but also for Nabiscos and Glass Wax, advertised with Chesterfields on his AM program.

Guest appearances were made by the cast of the CBS puppet program, *Lucky Pup*, and by Douglas Edwards, CBS video newscaster. Lacking sponsors, they kept plugging their programs to potential new viewers in the Midwest, Mr. Edwards managing to mention the time of his program three times during the minute or so he had on the showcase program.

The informality of a Godfrey program is a fine thing in the right place, but in the opinion of a number of viewers, the dedicatory program was distinctly not the right place.

Ted Steele and his orchestra did a quarter-hour vaudeville routine which was pleasant if not pretentious as the showcase number for the DuMont network, where Mr. Steele is a daytime star.

Berle Appearance

NBC offered Milton Berle who lived up to his introduction as "America's No. 1 television entertainer" both in his own routine and working with his guest, Harry Richman. This 15-minute segment was a thoroughly professional production and to any Berle fan, which rating records indicate is almost any member of the video audience, thoroughly enjoyable.

Final part of the pooled telecast was *Standby for Crime*, quarter-hour mystery program, presented by ABC from that network's Chicago TV station, WENR-TV, demonstrating that the cable works equally well in either direction. Program was typical of its kind, distinguished by some unusually effective camera work.

Technically, the program reception was excellent, with no observable difference in picture quality for pickups from New York, Washington or Chicago. Only reported trouble was a failure of the loop feeding CBS during the last quarter-hour, when that network got the audio signal only, without any video.

Cities and stations carrying the inaugural show were: New York — WABD WCBS-TV WJZ-TV WNBT; Boston—WBZ-TV WNAC-TV; Philadelphia—WPTZ WFIL-TV WCAU-TV; Baltimore—WBAL-TV WMAR-TV WAAM; Washington—WNBW WTTG WOIC WMAL-TV; Richmond—WTVR; Pittsburgh—WDTV; Buffalo — WBEN-TV; Cleveland—WEWS WNBK; Toledo—WSPD-TV; Detroit—WWJ-TV WXYZ-TV WJBK-TV; Chicago — WNBQ WBKB WGN-TV WENR-TV; Milwaukee—WTMJ-TV; St. Louis —KSD-TV.

Chicago hailed the joining of the East and Midwest coaxial cables Tuesday night as a "new era" for Chicagoland televiewers.

"It constantly amazes me that the image carried all those miles on the cable could be so good," said Frank P. Schreiber, general manager of WGN-TV, the *Chicago Tribune* station, associated with both CBS and DuMont networks.

"I was thrilled to be a witness to this great step forward in television," declared John Balaban, director of WBKB, operated by the Balaban & Katz theatre concern.

Jules Herbuveaux, television director for WNBQ and NBC's Central Division, praised the quality of productions emanating from the East but observed, "There is plenty of good talent in Chicago, Detroit, St. Louis and Milwaukee, too." He noted that sports and news "obviously aren't confined to one locality."

John H. Norton Jr., vice president in charge of ABC's Central Divison, whose WENR-TV fed the only West-to-East program on Tuesday's premiere, added:

"We will strive to provide programs which demonstrate that Chicago once again can stand with New York and Hollywood as a great production center."

The *Chicago Daily News* estimated that 500,000 persons viewed the special program. A *News* survey disclosed that pictures on home sets were "clear and strong." The *Chicago Tribune* said the event marked a "new era for Chicago area televiewers."

Only Chicago contributions to the program were remarks by Mayor Kennelly, telecast from WENR-TV's penthouse studios atop the Civic Opera Bldg., and the same station's presentation of *Stand By for Crime* which wound up the evening.

This week, Chicago stations will send more than 15 shows eastward, with WENR-TV contributing ten. Shortly, additional programs will originate at WGN-TV and WNBQ, increasing the Chicago output by one half. WBKB, however, will continue to operate as an independent station.

Mutual Admiration

IN AN EXCHANGE of congratulatory telegrams, J. R. Poppele, president of the Television Broadcasters Assn., saluted AT&T's president, Leroy A. Wilson, on behalf of the television industry for AT&T achievements in linking the East and Midwest by the coaxial cable, which was opened for use last Tuesday evening

Bell's Prediction

FRANCIS J. CHESTERMAN, president of the Bell Telephone Co. of Pennsylvania, predicted that the 6,000 miles of coaxial cables that made the TV linking of East and West possible "will have grown to more than 12,000 miles by 1950."

Pick KPRC and Be FIRST in Sales in this Fabulous New Chemical Empire
HOUSTON has become the capitol of another gigantic industry! Ninety new chemical plants—a 900-million-dollar industry—have mushroomed in and around the coast of this thriving metropolis. Nothing like it is happening anywhere else in the United States!
Wise time buyers will single out the station that delivers most listeners, at least cost, in this opulent market of the Southwest. That's KPRC. BMB says we're first in listeners in this booming Gulf Coast area . . . Hooper confirms!
If you're looking for a tested formula for sales, pick KPRC . . . FIRST in listeners—not in cost. Call Petry now. We'll oblige with availabilities quick.
FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET
KPRC HOUSTON 950 Kilocycles — 5,000 Watts
National Representatives: Edward Petry & Company
Affiliated with NBC and TQN • Jack Harris, Manager

CONGRATULATING A. J. "Tony" La Frano (r), Don Lee network chief production supervisor, on his promotion to director of operations for network's AM, FM and TV, is Willett H. Brown, vice president and general manager of Don Lee.

Budget

(Continued from page 27)

as compared with its expenditures of $22,357,000 last year.

The 1950 estimate includes $70,000,000 for the 17th decennial census. President Truman proposed $15,000,000 be included for the Census Bureau to provide for a housing census, providing the necessary legislation is enacted.

If the census question on radio set ownership is to be asked in 1950, it will be included in the housing half of the project. The Budget Bureau proposed $11,000,000 additional for the business census, now under way.

An increase of $403,000 was requested for the Bureau of Standards over its preceding year's expenditures of $8,763,000. A 7% boost for the Bureau's Central Radio Propagation Laboratory was provided for in the bureau's 1950 estimate of $9,160,000.

"One of the most urgent programs of the Bureau," President Truman reported, "is its Central Radio Propagation Laboratory, which serves as a central agency for research and standards in the radio field. The 1950 estimates provide for a 7% increase in funds for this laboratory in keeping with the rapid technical developments in radio."

An additional $250,000, requiring legislative sanction, was included for the Bureau for preparation of plans for a radio propagation building.

An increase of $92,965—or 3%—was asked for the Federal Trade Commission in a budget recommendation of $3,739,000. That agency's revenue during the last fiscal year was $3,646,035.

A drop in sales of radio receiving sets, phonographs, records and musical instruments in the next fiscal year was forecast in the President's budget. In the current fiscal year, the government expects to receive $68 million in manufacturers' excise taxes from this source. But it anticipates receipts of only $58 million in the fiscal year starting July 1, 1950.

The miscellaneous tax section of the budget portends increases in revenue from telephone, telegraph, radio, leased wire and cable facilities, for which the radio industry is a heavy contributor. Current income from this source is $295 million, anticipated 1950 revenue is $300 million.

Rorabaugh Reports

N. C. RORABAUGH Co., New York, is now estimating dollar expenditures for television time and will make that material available on special order but will not publish them as part of the monthly Rorabaugh Report on Television Advertising. Beginning with January 1949, the company will compute from the one-week data provided by TV stations the monthly gross expenditures for TV time of local, spot and network advertisers by a statistical formula which will be adjusted quarterly to provide for earned discounts, etc.

WEWS Coax Report

A COINCIDENTAL telephone survey showed that 86% of TV receivers in the WEWS (TV) Cleveland viewing area were turned on for the East-Midwest coaxial cable inaugural and that 58% of them were tuned to WEWS, the station reports. The survey was made by the Bureau of Business Research, Cleveland College, Western Reserve U. Viewer response topped even the election night audience, when, according to WEWS, 78.7% of TV sets (estimated at 25,000) in the Cleveland area were in use and 63.8% of them were tuned to WEWS.

WFMJ Youngstown, Ohio, will hold its third annual Sportsmen's Banquet on Feb. 3. Dinner is held in connection with Youngstown District's "Outstanding Sports Personality" contest. This event was originated by Lee Leonard, WFMJ director of sports in 1947.

FM SESSION

Asked at NAB Meet

SPECIAL time for FM at the NAB Management Conference in Chicago April 11-12 was asked by the FM Subcommittee of the NAB Sales Managers Executive Committee. The subcommittee was named during the sales group's recent meeting [BROADCASTING, Jan. 10].

The subcommittee asked recognition of FM as a segment of the broadcasting industry with special problems and urged that FM stations be given special programming service along with research and sales. Board authority was asked for special services to FM by NAB departments.

The Patroon* of the week

JACK W. PURVES

Time Buyer, N. W. AYER & SON, INC.

As buyer of all time for the Atlantic Refining account, Jack has the tough job of setting up baseball on 60 stations, and 110 stations for football. Fellow Patroons—Jack received his membership scroll in the Honorary Order of Patroons and the deed to a tract of land in the heart of the Patroon country from the William G. Rambeau rep today—can really appreciate Jack's headaches.

*PATROON — Aristocratic Landholder of the Hudson Valley

The FACT of the week

In the great Albany-Schenectady-Troy market, regional advertisers are selling more goods by using WPTR. Among the regional advertisers aired exclusively on WPTR are Sears Roebuck, Hershey Beverages, Empire Super markets, Original Super Markets.

WPTR

10,000 Watts of POWER Night and Day

PATROON BROADCASTING CO., ALBANY, N. Y. • • • *Represented by RAMBEAU*

TV PATENTS

Consent Decree Entered Against Three Firms

A CONSENT JUDGMENT against three firms controlling television patents—Paramount Television Productions Inc., General Precision Equipment Corp., and Scophony Corp. of America—was entered in New York Federal District Court last Wednesday, according to the Justice Dept.

The judgment was greeted by Arthur Levey, Scophony president, as "a great victory for free enterprise." He said it will mean release to industry of the Scophony advances including patents and processes on the "supersonic" and "skiatron" systems of television transmission and reception.

The supersonic cell, he said, "will make available—both in homes and in theatres—large-screen video reception in varying sizes vastly superior in quality and substantially lower in cost than that now offered by the cathode-ray tube method."

Paramount Television Productions is a wholly-owned subsidiary of Paramount Pictures, one of the most active motion picture producers in the TV ownership field. Paramount owns KTLA Los Angeles and WBKB Chicago and is associated with several pending applications. In addition, FCC has issued a proposed finding that Paramount by virtue of a 29% interest controls Allen B. DuMont Labs, which has three TV grants [BROADCASTING, Dec. 20].

FCC Notation

When it issued the grant for KTLA, FCC took notice of the existence of the anti-trust suit but concluded that "the nature of the charge against applicant does not appear to be such as to require a denial of a grant on that ground" [BROADCASTING, Dec. 23, 1946]. If further proceedings in the suit should develop justifying grounds, FCC said at that time, then consideration could be given in passing on license-renewal applications.

In the complaint, filed in December 1945, the three defendants were charged with conspiring with Scophony Ltd., a British firm, to monopolize the manufacture and sale of television equipment embodying patents and processes developed by the British corporation. Scophony Corp. of America, the Justice Dept. said, was formed by the three other defendants to hold and license the U. S. and other Western Hemisphere rights under Scophony patents and processes.

The complaint also charged that General Precision Equipment and Paramount Television Productions refused to exploit these patents and processes themselves, and that they kept Scophony Corp. of America from exploiting them. The consent judgment requires General Precision and Paramount Television to divest themselves of all stock interests in Scophony Corp. of America, and terminates the exclusive licenses involved.

Herbert A. Bergson, assistant attorney general in charge of the Justice Dept.'s Anti-trust Division, said "the system of television reception embodied in the Scophony patents is said to permit the use of large-size viewing screens suitable for homes, schools and motion picture theatres. Successful exploitation of these patents would therefore open up new possibilities in the entertainment and educational world."

The supersonic and skiatron television projection systems are methods differing from cathode ray picture tube methods. It is claimed that the supersonic TV system is cheaper, easier to produce, has longer life, can be operated at low voltages, does away with distortions found in curved cathode ray tubes. SCA also holds basic patents to a video subscription device which operates over the air without intervening telephone hook-ups.

The consent judgment was delayed until the defendants were able to work out cross-claims among themselves. SCA President Levey had asked treble damages aggregating $270,000 and SCA treble damages amounting to $1,500,000. Conferences held after the order of judgment, it is understood, resulted in General Precision turning over to Mr. Levey 660 B shares of Scophony Corp. and Paramount Television another 340 shares.

Still to be decided is the disposition of shares of SCA held by the British corporation. It obtained them in consideration for the patents granted to SCA use. It is expected that the Anti-Trust Division of the Justice Department in New York soon will proceed to take judgment against the British company, which has failed to file an answer in U. S. action against it.

FCBA ELECTION

Jameson Named President

GUILFORD JAMESON, Washington radio attorney, was elected president of the Federal Communications Bar Assn. at its annual election last Friday. He succeeds Carl I. Wheat of the Washington law firm of Wheat, May, Shannon & St. Clair.

Mr. Jameson

Other officers elected were Neville Miller of Miller & Schroeder, former president of NAB, first vice president; William A. Porter, of Bingham, Collins, Porter & Kistler, second vice president; Corwin R. Lockwood Jr., of Hogan & Hartson, secretary, and Joseph F. Zias, of Loucks, Zias, Young & Jansky, treasurer. New members of the executive committee: Vernon L. Wilkinson of Haley, McKenna & Wilkinson, former FCC assistant general counsel, and Omar L. Crook, of Wheat, May, Shannon & St. Clair.

The election preceded the FCBA's annual banquet, which was to feature an address by NAB President Justin Miller on "Functions of the FCBA." Members of the FCC, department heads and hearing examiners were guests of the bar association, along with notables from other local bar associations.

Mr. Jameson, the new president, was graduated from Georgetown U. Law School in Washington, D. C., in 1920 and has practiced law since that time except for the period from 1930 to 1933 when he served as commissioner of the U. S. Court of Claims. He was also clerk of the House Committee on the Judiciary from 1921-30, during which time he was also associated with special investigating committees of the House.

He is the author of several legal papers including "The Judiciary Committee of the House of Representatives, Its Origin, Jurisdiction and Procedure."

Members of the FCBA nominating committee were Frank W. Wozencraft, chairman, and Herbert M. Bingham, Eliot C. Lovett, Duke M. Patrick, Paul A. Porter, and Philip G. Loucks.

MEREDITH

Vies With CBS for WRTB

MEREDITH ENGINEERING Co. has offered to match CBS' $242,122 bid for WRTB (TV) Waltham, Mass., owned by Raytheon Mfg. Co. The broadcast subsidiary of Meredith Pub. Co., Denver, filed its application with FCC last Tuesday, AVCO deadline in the transfer.

The CBS application for purchase of the Channel 2 (54-60 mc) outlet was filed in November [BROADCASTING, Nov. 1 and 15, 1948].

Meredith Engineering is 100% owner of Meredith Syracuse Television Corp., owner of WHEN (TV) Syracuse, which is now on the air under interim operation authority. Meredith Engineering also owns Meredith Champlain Television Corp., TV applicant at Albany, and has minor non-voting interest in Champlain Valley Broadcasting Co., licensee of WXKW-AM-FM Albany. Champlain Valley in turn has minor non-voting interest in Meredith Engineering.

Parent firm, Meredith Pub. Co., publisher of *Better Homes and Gardens* and *Successful Farming* magazines, itself is television applicant at Rochester, N. Y. Meredith Pub. Co. is 95.97% owner of Meredith Engineering and has guaranteed all obligations of the subsidiary firm.

Reason for Purchase

Meredith Engineering in its application stated it wished to purchase WRTB because, in view of the TV freeze, the only way to "expand television operations is by the acquisition of outstanding licenses and permits." Application continued that "Boston (with its access to network programs) affords an ideal economic and 'geographical tie-in' with Meredith's present television operation in Syracuse" and with applications pending in Rochester and Albany.

It was stated that the installation and construction of the station would be under the supervision of Television Assoc. Inc.

KLAC-TV EXCLUSIVE

Angels, Stars Game Rights

SPORTS is the apparent program personality that KLAC-TV Hollywood is seeking to establish. Last week Don Fedderson, vice president and general manager, announced signing exclusive rights to the Los Angeles Angels professional baseball games.

In addition Mr. Fedderson expressed hope of obtaining telecasting rights to the Hollywood Stars baseball team. Station has also signed Kelvinator to sponsor 12 basketball games of USC and UCLA. Reported price is under $15,000.

"VIC" DIEHM SAYS:
Don't Forget!
Have a "Look"
. . . at WAZL's half-page '49 Year-book ad when planning your '49 advertising budget. It will tell you in facts and figures just why your WAZL spent advertising dollars will result in direct sales gains!
Sincerely
Vic Diehm
AFFILIATED WITH NBC - MBS
WAZL
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
Established 1932 - Hazleton, Pa.

AM or FM Video?

(Continued from page 21)

portant if these results can be obtained within a 6 mc channel, using 1 mc FM swing. He added that an FM picture signal may help solve some of the problems of generating enough power in the ultra-high bands.

FCC has not yet conducted experiments on multipath transmissions, the committee was told, but used a 200-foot cable to create delaying effects.

The artificially delayed signals produced a halo effect similar to that encountered in optics, Mr. Cowperthwait is understood to have told the committee. He added that with co-channel signal ratios of 10-1, picture transmission was perfect in the tests, according to NAB. This is equivalent to 300-1 ratios for AM. Closer location of ultra-high stations might be possible, he said.

NAB quoted Mr. Willoughby as inviting the industry to proceed with ultra-high field tests of FM picture transmission, taking them out of the laboratory phase.

Opinions Divided

While many engineers in the industry indicated Thursday that FM might ease the UHF power problem, many refused to accept FM as a complete solution. They agreed that the ability of tubes to generate adequate power is critical in high-band TV but disagreed as to the extent FM visual signals would help. They said FM would need from a fourth to a half as much power as AM.

In VHF, it was pointed out, the tube problem is not so serious though it becomes a factor in the upper half of the VHF band. One suggestion was that FM in the present TV visual signal might bring improvement in synchronizing pulses, besides taking advantage of FM's ability to reject unwanted signals if the ratio is more than 2-1.

Few engineers could recall specific experiments on the use of FM for the television picture. Some reminded that FM experience has shown adjacent interference can be as bad as co-channel cross talk. Some FCC engineers thought FM might experience less adjacent channel interference. They said co-channel interference is the worst VHF problem in this field.

Among engineers there was considerable agreement that the FM picture tests will take at least a year, perhaps several years, of experimenting before they are ready for field tests. There was disagreement on suitability of the UHF band for television, regardless of whether the picture is AM or FM.

The tube problem in UHF experiments conducted at WNBW Washington by NBC was serious, finally forcing a shutdown of the transmitter when the tube supply was exhausted. In reply, several engineers scoffed at the problem, terming it a mere "state-of-the-art" matter that can be worked out. They felt the value of the UHF band should not be judged by the experience in using one type of tube.

One aspect of the FM battle that furrowed brows was the chance of adapting present TV receivers to the UHF band should the UHF picture be FM. In the case of UHF tests in Washington, the results at the receiver were good in many cases. One engineering consultant said his UHF pictures were better than those on VHF, using the converter supplied by RCA.

These converters merely shift the signals from VHF to UHF. Should the UHF picture standard be FM, the conversion problem would be a tough one. One high-placed industry executive said all that could be used in present TV receivers would be the picture tube and knobs.

Another said it might be possible to tune converters off to the side. Thus the set would become an FM receiver because the signal would be detuned and the response would be on a slope. In any case the solution would be makeshift. Furthermore, automatic volume control would interfere, and many current TV sets have this feature. One solution might be to design a converter changing the FM picture signal to AM before entering the present circuit, it was proposed.

WGN-TV

CBS television network will feed *Cross Question* weekly dramatic jury trial program on WGN-TV Chicago to the East Coast starting Tuesday in competition with the *Milton Berle Show* on NBC 7-8 p.m. CST.

TV Bogeyman

(Continued from page 34)

as those raised against radio in the early days.

When Tidewater-Associated first began broadcasting football games in 1925 over a single station in Los Angeles and one in San Francisco, the company was forced to pay big fees for the radio rights, he said, because schools feared attendance would drop off.

A few years later, when NBC had organized a six-station network on the Coast and began airing the T-A sponsored games, rates had dropped in comparison to the radio audience reached. College officials had grown enthusiastic about mounting gate receipts.

Today, he said, Tidewater-Associated uses 143 stations to air its sponsored games. No one seriously questions the healthy effect radio has had on the boxoffice.

Schools, if they were forward looking, would recognize that television can prove an equally valuable boost, Mr. Deal added.

"At 15 Inches!"

NEW!

Fairchild

PROFESSIONAL

TAPE RECORDER

YES—THE NEW FAIRCHILD PROFESSIONAL TAPE RECORDER is the only top quality equipment designed from the start to deliver the ultimate in performance at approximately half the tape speed of the German Magnetophone. It is not just another copy of the German machine. New and advanced theory and design have resulted in performance which exceeds the requirements set by the latest proposed NAB specifications and formerly thought possible only at 30 inches per second. No compromise has been made with the maximum requirements for signal-to-noise, frequency response or minimum distortion limits. This means double the continuous recording time, half the cost of tape and nicer controls of starting, stopping, spotting, editing, etc. 7½ or 30 inches per second operation may, of course, be included for special applications.

STUDIO QUALITY

IN KEEPING with standards of the Fairchild line of sound equipment nothing has been left undone to make this the finest professional tape recorder. Qualified listeners fail to detect a difference in instantaneous switching between the monitoring of a live program and the same from the Fairchild Tape Recorder. However, despite its performance which we believe exceeds that of any other equipment regardless of price, it is being sold at the lowest figure our anticipated production will permit. Currently, orders are being scheduled for delivery in approximately 30 days at its present low price of $2,750. Details are available for prospective users.

MICRO-GROOVE RECORDING • • •

Are you aware that Fairchild Synchronous Disk Recorders and Transcription Arms are handling the rigid requirements of recording and reproducing Micro-Grooves for the most critical users? Write for detailed information.

Fairchild

RECORDING EQUIPMENT CORPORATION

154th STREET AND 7th AVENUE, WHITESTONE, NEW YORK

'MADAME X'

RCA Introduces 45 rpm Record

RCA last Monday revealed its "Madame X" 45 rpm 6⅞" record and changer in a high-powered showing in New York at which Frank M. Folsom, RCA president, denied that there "is any warfare or feud between CBS and ourselves" over the two companies' new microgroove records.

He admitted, however, that what would ensue was "a normal, commercial, competitive job that people do every day in business."

Wallerstein Statement

Almost as if to take immediate issue with Mr. Folsom, was a statement released the same day by Edward Wallerstein, chairman of the board of Columbia Records Inc., who said of the new RCA development:

"We are unable to fathom the purpose of the records revolving at 45 revolutions per minute which we understand are to be released some time in the spring."

With the differences between the two record giants thus expressed, the issue was ready for the public.

Both companies were now out with small-size, microgroove records and Columbia additionally was marketing long-playing discs. Buyers would decide in the market place which record would be supreme: The RCA 45 rpm records, the Columbia 33⅓ discs, or the present 78 rpm records used by 16 million owners of record-playing machines.

The RCA development was described to newsmen who came in two shifts (white carnations first, red carnations next—carnations courtesy RCA) as an entirely new system for reproduction of recorded music—not just as a new record.

Mr. Folsom said it was the best system RCA knew about. He declared RCA had participated in meetings with Columbia before the latter introduced its 33⅓ records. RCA decided not to go along, he said, because in past years RCA tried such a record and had decided that the "Madame X" development was superior.

Stressed at the conference was the "revolutionary" character of the automatic changer mechanism. It has a 1½-inch red plastic-capped center spindle which houses a "trigger-fast" drop mechanism. It holds up to eight records.

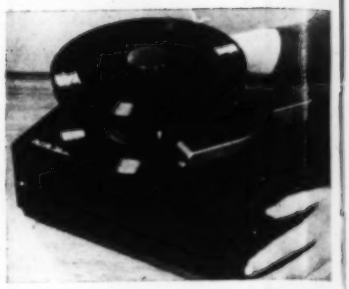
Like the Columbia record, introduced a day earlier, the RCA disc is unbreakable. It also is lightweight and paper thin. Raised areas on the non-playing surfaces prevent the playing surfaces from touching. It can play up to 5 minutes and 15 seconds per side. The new changer, loaded with eight records, plays 42 minutes.

Joseph B. Elliott, vice president in charge of the RCA Victor home instrument department, said the new system would be ready for distribution by April. He added that 12 other set manufacturers were already in the same field—with plans, specifications and models made available by RCA on a free basis. Prices of records and sets, he said, have not yet been established but would be "competitive."

In his statement criticizing the 45 rpm development, Mr. Wallerstein stressed the fact that Columbia was producing not only the 7" microgroove record but also the long-playing disc which delivers up to 22 minutes' playing time per side, both at 33⅓ rpm.

He also emphasized that 33⅓ rpm has been standard in the professional recording industry, is used by broadcasting stations and that scores of radio stations already have installed equipment to play the microgroove record.

"In other words," said Mr. Wallerstein, "the Columbia Microgroove system, because of its universal qualities, contains maximum flexibility for both classical and popular recordings. We do not see what additional advantages a 45 rpm record can offer to compensate for the unfortunate conflict it appears to be creating in the minds of both the public and the industry."



RCA Victor's new 45 rpm phonograph and record.

KXLW TROUBLE

Ordinance, 'Saboteurs' Harass Stations

KXLW Clayton (St. Louis), Mo., already involved in litigation with the village of Olivette, Mo., where its antenna is located, had troubles of a different kind Sunday, Jan. 9. Station was knocked off the air for six and a half hours by "saboteurs" who short-circuited the antenna, according to Guy Runyon, KXLW general manager.

The short circuiting was accomplished, Mr. Runyon said, by a person or persons who "apparently scaled a six-foot-high barbed wire span at the base of the tower" and then wound together two wires of a lightning arrestor device.

KXLW's transmitter was damaged as a result of the short circuit, and the station was forced off the air at 7:30 a.m., an hour after it had signed on. It was back on again at 12:34 p.m., Mr. Runyon reported. After another off-the-air interruption from 1:40 p.m. to 3:08 p.m., KXLW completed the day's schedule without interruption.

Mr. Runyon said "someone thoroughly familiar with radio broadcast equipment and most likely the KXLW installation in particular" was responsible for the short circuiting.

In addition to its latest troubles and the legal scrap with the village of Olivette, KXLW lost a day and a half on the air when International Brotherhood of Electrical Workers engineers struck—without notice, according to Mr. Runyon—on Dec. 6. The IBEW engineers were still on strike when the latest incident occurred.

The *St. Louis Globe-Democrat* last Monday quoted the president of the St. Louis local of IBEW, Robert W. Stetson, as saying that "our men" had not been at the KXLW transmitter-antenna site since the strike began. He said no pickets had been assigned to the area of the Olivette tower but only to the site of KXLW's proposed new tower in Brentwood and to the studios in Clayton.

The short circuiting incident followed by four days the arrest of Mr. Runyon and two of his station engineers, William Grant and Roy Roberson, by the marshal of Olivette on charges that they violated a village zoning ordinance by erecting the tower in a residential area.

KXLW reportedly had agreed in circuit court to remove the transmitter and tower by Jan. 1, but was unable to comply because work on a new transmitter in Brentwood had been halted by pickets. Mr. Runyon appeared before Circuit Judge Amandus Brackman in Clayton last Monday to report on KXLW's attempts to comply with a court injunction of June 28, 1947, to remove its installation from Olivette.

Mr. Runyon has charged officials of the village with an attempt "to harass the station and interfere unjustly with its operation." Clarence W. Miller, head of the village's board of trustees, countered with a statement that the transmitter had been erected without a building permit and that resulting litigation the past two years had cost Olivette $3,000. The station reportedly replied that the zoning law lacked enforcement power.

$340 Now only $295.00

Buys the finest Professional FM Receiver in the World!

REL MODEL 646

FM THE ARMSTRONG SYSTEM

REL

Increased demand and production have at last permitted us to announce this long-awaited price reduction. Universally used by broadcasters for FM network relaying and high quality aural monitoring.

For details write Dept. 110

RADIO ENGINEERING LABS • INC

35-54—36th STREET, LONG ISLAND CITY 1, N. Y.

BMB Solution

(Continued from page 23)

Engineering Advisory Committee to aid the Research Committee in evaluating nighttime listening. These measures failed to satisfy the broadcaster critics who pursued their demands for more decisive changes.

Mr. Churchill's "resignation" is BMB's latest answer.

Whether that will quiet the complaint remains to be seen. The degree of success of BMB's drive for additional station subscribers will probably provide the best test for the present. Station reception of the findings of the second study next fall may provide a more positive long-term answer.

Unknown Quantity

Meanwhile, the reactions of advertisers and agencies to NAB's apparent seizure of the BMB reins is another unknown quantity. Neither Paul West, ANA president, nor Frederic Gamble, AAAA president, would comment on the current BMB situation beyond the statement released by the Executive Committee, of which they are both members.

At BMB, Dr. Baker will be in full charge of the 1949 study, from the printing and mailing of the ballots, through the checking, following up and analyzing the returns from each county and measured city, to the publication of the reports. Mr. Churchill will remain at BMB as long as necessary to acquaint Dr. Baker with the details of the operation. He has not announced his future plans.

It may be remembered that when BMB was first organized in 1945, Mr. Churchill joined the organization—which already had appointed a research director who subsequently resigned—only after a great deal of persuasion had overcome his reluctance to sever a long-time connection with CBS, where he was then research director.

The feeling of the BMB board at that time was that as originator of the technique to be used by BMB, which he had already applied to CBS audience studies, Mr. Churchill was the man best qualified to direct BMB's research operations. Essentially this same technique will be used for BMB's second study this year.

The BMB Executive Committee comprises J. Harold Ryan, Fort Industry Stations, chairman; Mr. Gamble; Mr. West; Mr. Miller; Mr. Feltis; Joseph Allen, Bristol-Myers Co.; Leonard Bush, Compton Adv.; Roger Clipp, WFIL Philadelphia. All attended last week's meeting except Mr. Allen.

Text of Judge Miller's statement follows:

Every enterprise as large in scope and technical in nature as the BMB must survive occasional critical tests. Measurement devices employed by other media are replete with historical instances confirming this fact.

BMB, now four years old and presently engaged in preparing its second nationwide study, is no different from the others. The continued success of the operation depends, largely, upon these factors:

A sound scientific plan of measurement;

Sufficient subscriber funds to carry out the job;

Full cooperation and understanding upon the part of the sponsoring groups.

Last Tuesday, the Executive Committee of BMB reviewed carefully BMB's present situation. It found that the broadcasters who already have paid two-thirds of their subscription fees into BMB's treasury assure the practical completion of that study, provided that they continue their financial support and presuming careful control of bureau expenses, supplemented by a concentrated selling campaign.

BMB must have additional subscribers if it is to grow and prosper. In order to obtain those subscribers, the Committee has asked Hugh Feltis, the bureau president, to concentrate his efforts, presently, on a selling campaign among potential broadcaster subscribers, in addition to executing his managerial functions. It was Mr. Feltis who originally sold the service to the broadcasters in 1945.

The Executive Committee accepted the resignation of John Churchill, who had pioneered the BMB research plan. As a step toward insuring completion of the 1949 Study, in this instance, Dr. Kenneth Baker, NAB director of research, will be loaned to BMB to complete the current measurement.

Those who have already subscribed to the service should be assured that BMB still has sufficient vitality to do the job in 1949, and do it according to specifications, despite some unfounded reports to the contrary. Doing it depends upon careful management within the bureau, intelligent selling, and full understanding among the bureau sponsors.

Every possible step is being taken by the Executive Committee and BMB management to accomplish these goals. The 1949 study will be even more satisfactory and useful than the last, according to present plans. Non-subscriber data will be available to subscribers. There will be full reports on average daily audience, as well as the total weekly audience.

The BMB Executive Committee is so convinced of the importance to the entire industry of an accepted uniform measurement that it is exerting every effort toward successful completion of a valid 1949 study.

Miller at CRMC

JUDGE JUSTIN MILLER, NAB president, will speak at the regular bi-weekly luncheon meeting of the Chicago Radio Management Club in the Tavern Club Wednesday, Jan. 26.

CONTINO

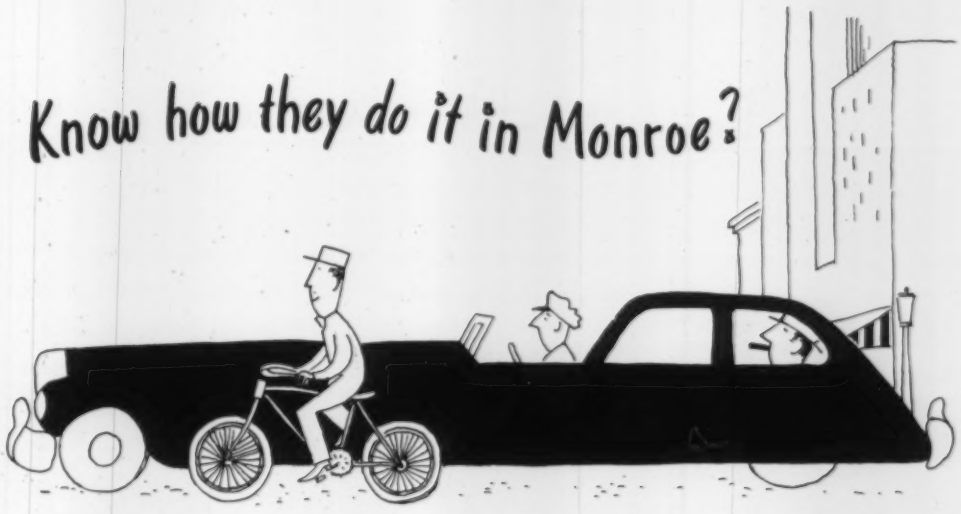
Denies Heidt Issues

ACCORDIONIST Dick Contino last week contested the issues of breach of contract raised by suit of Horace Heidt, conductor of the weekly youth talent program on NBC, Sunday 7-7:30 p.m., for Philip Morris Co. Ltd.

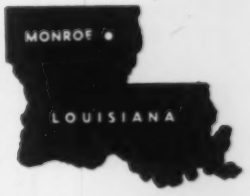
Mr. Contino said, "Mr. Heidt tried to tie me up to a seven year contract with him, under which he would take 60% of my earnings over and above the regular salary which he was required to pay me. This salary is nothing like the amount stated in Mr. Heidt's suit."

The youth also said that under the contract Mr. Heidt had turned down movie, radio and television offers without consulting him. "Horace Heidt hasn't in any way kept the promises he made to me before I won the 1948 grand finals on his radio program last Dec. 12," the accordionist declared.

Know how they do it in Monroe?



ALL classes are represented in Monroe! KMLB serves a 223 million dollar market encompassing 97,410 radio homes—all within KMLB's one milevolt contour. This area includes 17 parishes in Northeastern Louisiana and 3 counties in Arkansas.—And when it comes to radio listening, the important thing to know is that KMLB is the TUNED-IN station in these parts.



KMLB

MONROE, LOUISIANA

★ TAYLOR-BORROFF & CO., Inc.

National Representatives

★ AMERICAN BROADCASTING CO.

5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

NOW READY

The only really complete POCKET SIZE reference book on Radio and Television kept up to date for you by periodic loose-leaf inserts.

PARTIAL CONTENTS:

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Major, Regional, Secondary Networks
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And much more!

* * *

Plus

The Executives' Radio Service concise News Bulletin issued bi-weekly at no extra cost to FACTuary purchasers.

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The fact that we accept no advertising in the FACTuary enables us to give you all the pertinent material in regard to radio and television in a handy POCKET-SIZE form. No irrelevant material, but page after page of information you really need.
In the same way that the FACTuary aids the busy executive by condensing the important facts and figures, so does the bi-weekly News Bulletin act as an important time saver. Its clear, concise style will keep you up to date on major developments in a form that enables you to absorb the news at a quick glance.
Send in the convenient order blank today. And remember the three month's refund notice on the order blank.

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EXECUTIVES' RADIO SERVICE
Research and Publication Office
1889 Palmer Ave., Larchmont, N. Y.

Please send me the 1949 edition of the FACTuary. I understand that my purchase of the FACTuary for $17.50 entitles me to the full augmented service including the bi-weekly News Bulletin and loose-leaf inserts.
If after a fair examination I do not find the FACTuary and service helpful, I will return the FACTuary within three months, and my money will be refunded.

☐ Check or M.O. enclosed ☐ Bill me later

Name .....
Company .....
Address .....
City ..... Zone ... State .....

Representation Probe

(Continued from page 28)

to say only that NBC would never expand beyond its ability to serve effectively.

Upon completion of Mr. McConnell's testimony a controversy developed over NARSR counsel's request that the networks bring in "typical" TV affiliation contracts.

Mr. Fly contended that affiliation contracts with unconnected stations —where "network" service must be provided by film—are actually contracts for national spot representation. Mr. Fly argued the networks thus control unconnected affiliates' time via affiliation agreements.

Mr. Spearman said unconnected stations obviously must have films, but that networks should not be allowed to become film brokers or to tie up the sources of film supply so that independent stations would have to "beg" the networks for films. If that is being done. he said, it should be prohibited.

Network counsel protested the request for TV affiliation forms, Judge Rosenman contending that the request raised a wholly new issue which could be handled only in a new hearing. Comr. Walker ruled, however, that the networks should bring in the contracts so FCC could have a look.

Mr. Brown, counsel for DuMont, presented a statement by DuMont TV Network Director Lawrence Phillips declaring that DuMont neither has a national spot sales representation division nor plans to establish one.

Murray B. Grabhorn, ABC vice president, said the spot sales revenues of WMAL Washington—only affiliate represented by ABC Spot Sales—increased 170% from 1942, when ABC Spot Sales representation was started, to 1948.

To show that ABC didn't "play favorites" with its own stations, he noted that the network's three owned outlets in that same period experienced a somewhat less gain in spot time sales: 108%. Further, he said, WMAL's network revenues increased 155%.

Tuesday

R. O. Dunning, president of KHQ Spokane, testified at FCC request as result of NARSR witnesses' charges, at the December session, that KHQ accepted three quarter-hours of sponsorship arranged by NBC in place of eight quarter-hours of national spot which would have meant substantially more money for the station.

NARSR had cited this as an example of "pressure" that networks may apply on affiliates and also had called attention to a telegram sent by Sidney N. Strotz, NBC vice president, expressing surprise at the "horse trading" and suggesting that NBC would like to know about it if KHQ wasn't satisfied with its NBC affiliation.

Mr. Dunning said the episode originated with disclosure that the *Richfield Reporter*, very popular with KHQ listeners, was to be moved from NBC to ABC. He said KHQ asked the Katz Agency to see if the program could be continued on a spot basis on KHQ, KOMO Seattle, and KGW Portland in addition to being on ABC.

Mr. Strotz' telegram, he said, came the same day he was advised that Richfield Oil Co., sponsor of the program, did not consider his plan practicable. He said the station "ignored" the Strotz wire.

Had Replacement

He said NBC worked up a replacement for the *Reporter* at KHQ's request. The network offered a news show six days a week, sponsored three days by Mennen and available the rest of the time for cooperative sponsorship. Mr. Dunning said he accepted this offer four days before the *Reporter* was to leave the network. On that day, he said, the Katz Agency had asked him to give first refusal to Phillips Petroleum, but made no firm offer.

The Phillips account, Mr. Dunning said, would have meant $15,600. In comparison he said KHQ would receive $3,000 a year for the Mennen portion of the program, and that chainbreak announcements were sold which would mean $7,000 more. In addition he said he had hoped to sell the co-op portions for $9,000, which would run the station's total to $19,000. (Ultimately, Mennen cancelled, KHQ refused another network offer, and Phillips has occupied the time period since Jan. 3.)

Under questioning by Mr. Perdue, the KHQ executive said he had no fear that the station would lose its NBC affiliation for exercising the right of decision.

Mr. Russell, counsel for Mutual, offered a statement that MBS does not engage in any of the practices involved in NARSR's charges. Mr. Fly, on behalf of NARSR, agreed.

Emerson Markham, stations manager of General Electric's WGY, WGFM (FM), and WRGB (TV) Schenectady, appeared on behalf of NBC. "We have not found that our interests were in any way jeopardized by association with the NBC network on the one hand and NBC station representation on the other," he declared.

Ben B. Baylor, assistant general manager and director of sales of WMAL-AM-FM-TV Washington, said his stations were "extremely pleased" with ABC representation.

Mr. McConnell, under cross-examination, told Comr. Hennock that NBC had not "tried harder" to secure the representation of additional affiliates because "We don't believe in long lists," and because, in AM, he had recommended against expansion until after the spot hearing has been decided.

He was questioned at length by Mr. Cottone on the decision to hold off expansion in AM but not in TV. He contended the AM and TV situations are "very different," that television is in its formative period and that video stations have great need for help in securing all the revenues they can get.

Mr. Grabhorn, under cross-examination, said ABC had no thought of soliciting additional TV stations for representation. He conceded that President Mark Woods previously had indicated plans for expansion.

But, he said, television is moving so fast that policies can change overnight, with the result that the present plan is against expansion. That too might change, he added. He denied the hearing had anything to do with the change of plans.

As the hearing wound up, Mr. Fly said he still thought it desirable for FCC to see the networks' TV affiliation contracts. But because of TV stations' need for any revenues they can get, he said, NARSR will not now push the questions it had raised about these contracts.

Judge Rosenman told FCC that if it intended to take the contracts and perhaps rule that they are contrary to public interest, then CBS would insist on adjournment of the hearing to permit the network to call "many" witnesses to show that the contracts are neither improper nor illegal. Comr. Walker assured all participants they would be given a chance to be heard if the Commission should decide on any adverse action.

MEMO to:
ED JOHNSTONE, Redfield-Johnstone:

WCKY's 1948 mail on its famous JAMBOREE program was 34% greater than 1947's. The Jamboree audience, a BUYING audience, is constantly growing. Can we give you more facts and figures?

50,000 WATTS OF SELLING POWER

L. B. Wilson
WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

NEW SPONSORS *Created by TV, Smith Tells Chicago Club*

MORE THAN 60% of the time sold on NBC's television network has gone to advertisers who are not currently using the network's sound broadcasting facilities, Carleton D. Smith, NBC director of television operations, told 500 Chicagoans Wednesday at a Radio Management Club luncheon.

Mr. Smith delivered an address preceding a half-hour NBC television "salute" to the club from New York and Washington via the newly opened East-Midwest coaxial cable. The gathering, in Chicago's Palmer House, was the largest in the history of the radio management group.

Mr. Smith

"Forty percent of our commercial TV schedule has been purchased by current NBC advertisers, but with new money—not from their NBC sound appropriations," Mr. Smith reported, observing that this points up the fact television is a new advertising medium—not simply a replacement of radio or any of the older forms of advertising.

Creating New Ad Dollars

"TV is creating new advertising dollars, just as radio did. And in our country's entire economic history, no good advertising medium has ever been put out of business when another good advertising medium came along."

Mr. Smith noted that for the first time since before the war, a period of intense competition for the consumer's dollar is approaching and the "backlog of consumer demand is beginning to evaporate."

He predicted that the television manufacturing industry itself will do much to create new demand and give employment to "hundreds of thousands."

"Even more important may be television's contribution to the economy of the nation by stimulating the movement of billions of dollars worth of merchandise and services," he asserted. "Only by mass distribution do we get mass production. The economic base of television is its already proven ability to increase and speed up distribution."

Not only are the nation's largest advertisers "naturally turning to television as a new arm of distribution, but the not-so-big advertisers are finding that network TV is paying off for them," he added.

The New York portion of the East-to-West show featured Tex and Jinx McCrary in sidewalk interviews outside Radio City with ice skaters on nearby Plaza rink forming the background. An airline pilot, a professional skater and a well known illustrator were among those interviewed.

In Washington announcer Morgan Beatty interviewed Illinois' new Senator Paul Douglas, and other Congressional leaders in the shadow of the Capitol dome amidst construction work on President Truman's Inaugural rostrum. Climax of the half-hour show was the first Chicago demonstration of the split-screen technique in television, with Mr. Beatty in Washington shown conversing with announcer Ben Grauer in New York.

In addition to Mr. Smith, out-of-town guests at the luncheon were Charles R. Denny, NBC executive vice president, and Walter Damm, general manager of the *Milwaukee Journal* stations. Heads of Chicago TV stations, leading advertising agencies and station representative firms, as well as officials of the Illinois Bell Telephone Co. also were introduced.

Maj. Ridge

(Continued from page 28)

plementary to the newspaper and there is no fight between the two." However, after years of differences with the local papers over policy, in 1947 Maj. Ridge and the North Carolina Broadcasting Co. bought 16⅔% interest in the Greensboro News Co., publisher of the *Greensboro Daily News* and the afternoon *Greensboro Record*.

Active in public and political life, Maj. Ridge served one four-year term as U. S. marshal for the middle North Carolina district and was confirmed by the 80th Congress for a second term. In 1938 he ran for Congress on a "100% New Deal" platform, but was defeated. During the recent national elections he was one of the few people who early in the campaigns picked President Truman to win and stuck by his prediction until it came true.

In 1916 Maj. Ridge married Lorraine Procter of Durham, N. C., who survives him.

Funeral services were held Friday afternoon. Burial was in Greensboro.

HOOVER

Approves State Streamlining

THE HOOVER Commission last week gave its approval to "task force" suggestions which would streamline the State Dept. but simultaneously turned thumbs down on the proposal to divest it of "Voice of America" operations.

The task force previously had recommended that the State Dept. confine itself solely to policy matters and relinquish actual "Voice" operations, as well as other overseas information activities [BROADCASTING, Dec. 6, 1948].

A spokesman for the commission, headed by Herbert Hoover, disclosed last Wednesday that it was the feeling of the commission that the State Dept. should retain control of "Voice" broadcasts shortwaved to Europe, especially the U.S.S.R., as a matter of policy rather than operation.

The commission was also said to have frowned on the idea of a corporation, which would absorb "Voice" operations, as out of line with its overall purpose to curtail Government expense through more efficiency and economy.

The commission reportedly agreed on the following proposals which, if enacted, would herald wide administrative changes in the State Dept.:

(1) Two deputy Undersecretaries, one each for administrative and policy, would aid the Secretary of State and Undersecretary.

(2) The Department's domestic and foreign service personnel should be unified at the top levels, thus providing safeguards for career personnel that should, according to commission feeling, be divorced from Civil Service.

(3) The Department should confine itself primarily with policy or advisory matters, relinquishing actual foreign aid program operations wherever feasible.

Hallicrafter TV Cut

ANOTHER drastic cut in television set prices was reported Wednesday when William J. Halligan, president of Hallicrafters Co., Chicago, announced that the company's seven-inch receiver would be cut $50 to $139.50. Commenting on a slowdown in demand for such sets, Mr. Halligan predicted all prices would be down from the 1948 level.

ALLIED RADIO Corp., Chicago, has announced release of low-priced wire recorder-phonograph combination.

WBNS SPOTLIGHT
CHET LONG is more than a WBNS news commentator. He is a public spirited citizen of a thriving community who is always an indefatigable worker for all civic improvements, charities and worthwhile organizations. Recently he was awarded the first and only male membership in the Columbus Chapter, National Secretary's Association, because of outstanding service to the profession.
"ONE OF THE NATION'S TOP TWENTY," that's what Central Ohio listeners have been hearing over WBNS for the past two months. Hooper Listening Index for August-September 1948 place WBNS 10th in the morning, 7th in the afternoon and 5th in the evening. A top twenty rating based on the city zone share of audience for all stations, network and non-network cities.
IT PAYS TO ADVERTISE (ON WBNS) has been profitably proven by the Furniture House, one of Columbus' better furniture stores. They bet their entire advertising budget on WBNS and to their great satisfaction business instantly showed a phenomenal increase and has steadily gained for month after month. Yes, if you want results use WBNS.
FURNITURE HOUSE
COVERS CENTRAL OHIO
WBNS
POWER 5000 D·1000·N CBS
ASK JOHN BLAIR

TV COSTS

Operations Analyzed in Study

FLEXIBLE formula for calculation of annual operating costs of television stations is provided in Chapter 3 of the NAB's continuing study of TV. Titled "Basic Economics, Operating Costs," the chapter is part of a project titled "Television: A Report on the Visual Broadcasting Art" [BROADCASTING, Nov. 1, 1948].

Charles A. Batson is in charge of the study, authorized by the NAB board. His first chapters were completed last summer and were reviewed at the series of NAB district meetings [BROADCASTING, July 26, 1948].

Cost components for two types of transmitters and four program sources are detailed by Mr. Batson in Chapter 3, which carries forward the first two chapters on construction costs.

Minimum Cost

Average minimum operating costs are calculated for a mythical TV station. The costs total $356,000 a year for metropolitan stations using film, network, studio and remote program sources 31½ hours a week plus test pattern transmissions, a total of 50 hours.

A "two-by-four" formula, similar to formulas for construction costs, can be used to show annual operating costs slightly over $100,000 but this is a highly restricted operation with a community class transmitter and no program source other than network. Maximum operating costs are calculated in detail as high as the individual broadcaster may wish.

One major formula and a supplemental labor cost chart are provided by Mr. Batson for calculation of operating costs. The major formula, which can be extended by adding the time factor not present in construction tables, provides a detailed method of figuring in advance what any type of television will cost without reference to income.

General, administrative and sales costs are prorated among departments and program sources. The specimen calculation of $356,000 a year is based on these items (average annual minima):

Transmitter (50 hours per week)	$55,000
Studio-Transmitter Link	3,000
Program Nucleus	13,000
Network (14 hours per week)	80,000
Film (7 hours per week)	65,000
Remote (7 hours per week)	60,000
Studio (3½ hours per week)	80,000
Annual Total	$356,000

Chapter 3 of the study consists of 22 pages of text. It points out that TV operating costs as high as $1,000 a day are not uncommon, with some twice that amount and even higher.

Future chapters of the study will cover building stations, operating stations and programming, among other topics.

This operation is a metropolitan class station employing all four program sources as indicated by this table, the 50-hour schedule comprising 31 hours programming and the rest test patterns.

Specimen operating costs are listed herewith for the transmitting plant and the programming plant:

OPERATING COSTS

A Specimen of Annual Expenses

TRANSMITTING PLANT

COMMUNITY (500 W)

Depreciation	$12,500
Maintenance Supplies	3,500
Personnel	6,500
Power and Water	1,500
Miscellaneous	1,000
Total	$25,000

50 Hours Per Week

METROPOLITAN (5 KW)

Depreciation	$29,000
Maintenance Supplies	13,000
Personnel	8,000
Power and Water	3,000
Miscellaneous	2,000
Total	$55,000

50 Hours Per Week

STUDIO-TRANSMITTER LINK

Depreciation	$2,200
Maintenance	800
Total	$3,000

PROGRAMMING PLANT

And Prorated Expenses for General, Administrative and Sales Purposes

NETWORK

14 Hours Per Week Woven into 28 Hour Schedule

Connection Charge *	$42,500
Sustaining Features	22,500
Program Total	$65,000
PRORATED SHARE OF OVERHEAD†	$15,000
Total	$80,000

FILM

14 Hours Per Week Woven into 28 Hour Schedule

Depreciation	$6,000
Maintenance Supplies	1,500
Personnel	15,000
Film Rentals and Purchases	73,000
Rent and Power	2,500
Miscellaneous	2,000
Program Total	$100,000
PRORATED SHARE OF OVERHEAD†	$15,000
Total	$115,000

7 Hours Per Week $65,000

NUCLEUS

Depreciation	$2,000
Maintenance	500
Personnel	10,000
Miscellaneous	500
Total	$13,000

STUDIO

7 Hours Per Week

Depreciation	$14,000
Maintenance Supplies	10,000
Personnel	40,000
Production (other than staff)	55,000
Rent, Power & Miscellaneous	6,000
Program Total	$125,000
PRORATED SHARE OF OVERHEAD†	$15,000
Total	$140,000

3½ Hours Per Week $80,000

REMOTE

14 Hours Per Week

Depreciation	$12,000
Maintenance Supplies	10,000
Personnel	33,000
Telecasting Rights	36,000
Vehicle Operation, Maintenance & Storage	2,000
Program Total	$93,000
PRORATED SHARE OF OVERHEAD†	$15,000
Total	$108,000

7 Hours Per Week $60,000

*Under the NBC Contract, on which these network computations are based, this is not a cash expense. The network is given thirty free hours of commercial time per month in lieu thereof. However, since this practice is not necessarily followed by all networks, a sample figure, based upon an hourly rate of $300, is shown here for illustrative purposes.

†Assumes joint operation with an existing aural station.

WARREN SALE

Approved by FCC

ACQUISITION of WRRN and WRRN-FM Warren, Ohio, by the Tribune Co., publisher of the Warren daily *Tribune-Chronicle*, at a purchase price of $300,000, was approved by FCC last Thursday.

The stations were established and have been operated by Nied & Stevens Inc., owned in equal shares by Perry H. and Lucy S. Stevens, and Frank T. and Evelyn A. Nied.

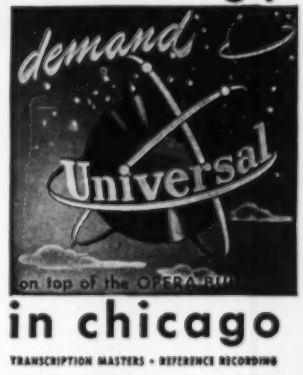
FCC was told that Mr. Nied, manager of the station, is ill and unable to continue the operation and that the other stockholders are not available to take over direct management.

WRRN, founded in 1941, is on 1400 kc with 250 w but has a construction permit for 1440 kc with 5 kw fulltime. It is affiliated with Mutual. WRRN-FM is slated to take the air in June.

The Commission had designated the transfer application for hearing to determine whether control had already been transferred without FCC approval [BROADCASTING, Jan. 10]. On its own motion last Thursday, however, the Commission reconsidered and approved the transfer.

WHEN Paul Dixon, WCPO Cincinnati disc m.c., became ill just before a broadcast of his *1230 Club* Sammy Kaye, who was to be Mr. Dixon's guest, volunteered to do the program. Mr. Kaye went on the air and proceeded in true disc jockey style.

The GREATEST "NORMAL" We've Ever Had!
WIOD led the field in coverage of the fabulous war time market...and, now it holds its leadership by literally saturating this, the greatest of all "normal" markets!
Z-I-N-G-G-G
WIOD
FIRST IN MIAMI
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC
All WIOD-AM programs are duplicated on WIOD-FM without extra cost to advertisers



CALL LETTERS

FM, TV Suffix Edict Issued by FCC

COMMONLY-owned AM, FM, and TV stations using common base call letters but located in different communities were given until July 1 to change the FM or TV calls, under a policy statement issued by FCC last Thursday.

The Commission said common call letters may be used (with FM or TV suffixes) only if the stations are in the same community and are commonly owned or controlled. They may not be used even if the stations are in different cities of the same metropolitan district.

FCC said "the vast majority" of commonly owned AM, FM and TV stations already comply with this policy. A preliminary search of FCC records revealed only five instances which do not, although FCC authorities said there may be other cases. The five cases, with the common owner in each case, were:

Associated Broadcasters, Inc.—WEST Easton and WEST-FM Bethlehem, Pa.

Johnston Broadcasting Co.—WJLD Bessemer and WJLD-FM Birmingham, Ala.

Radio Anthracite Inc.—WHWL Nanticoke, Pa., and WHWL-FM Scranton.

San Bernardino Valley Broadcasters—KCSB San Bernardino and KCSB-FM Colton, Calif.

May Broadcasting Co.—KMA Shenandoah, Iowa, and KMA-TV Omaha, Neb.

As an example of its policy, FCC said:

A standard broadcast station using the call letter WXXX, located in City X, will be permitted to use the call letters WXXX-FM or WXXX-TV for its FM or TV stations only if the FM and TV stations are also located in City X. Similarly, an FM station (where the licensee does not also operate a standard station) located in City Z using the call letters WZZZ of WZZZ-FM will be permitted to use the call letters WZZZ-TV for its TV station only if the TV station is located in City Z.

The policy, FCC said, should help avoid "some of the confusion which has arisen in the past with regard to assignment and use of call letters."

WSON TRANSFER

Hecht Lackey Would Control

APPLICATION was filed with FCC last week for consent to transfer of control of WSON-AM-FM Henderson, Ky., to Hecht S. Lackey, general manager and part owner of the station. Stock held by Pierce E. and Montana L. Lackey and WPAD Paducah, Ky., is retired by WSON for $57,800.

The 4% interests held each by Pierce E. Lackey and Montana L. Lackey are retired as treasury stock by Henderson Broadcasting Co., WSON licensee, for $3,480 each. The 58⅔% holding of WPAD is acquired for $51,040. WPAD is owned chiefly by Pierce E. Lackey. Hecht S. Lackey becomes sole owner of WSON following transaction. WSON is assigned 500 w daytime on 860 kc.

Pierce E. and Montana L. Lackey and WPAD recently withdrew from WHOP Hopkinsville, Ky., leaving F. E. Lackey as sole owner [BROADCASTING, Jan. 3]. Pierce Lackey also is president of WCIF Madisonville, Ky.

CLARENCE LEA

Joins Transportation Assn.

CLARENCE F. LEA, a former chairman of the House Interstate and Foreign Commerce Committee, will assume duties in Washington March 1 as director of governmental relations for the Transportation Assn. of America, the group's board of directors announced last Wednesday.

Mr. Lea, a Congressman from California for 32 years, retired from the House of Representatives at the close of the 80th Congress. He was author of the Lea Act, which imposed certain curbs on the AFM and other unions.

Donald D. Conn, executive vice president of the association, announced that in the new job, Mr. Lea will "seek to harmonize opinions among the many trade groups so that a common understanding can be resolved regarding these fundamental transportation policies which are necessary for the nation's economy and national defense."

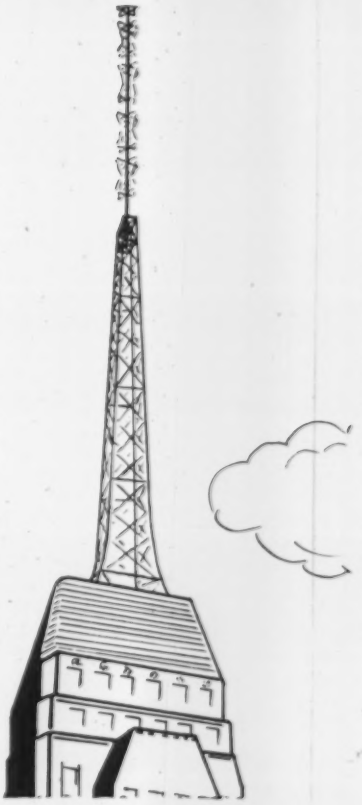
WBEN-TV TO CBS

Makes 29 for Network

THE ACQUISITION last week of WBEN-TV Buffalo as an affiliate of CBS-TV brings that network's video outlets to a total of 29, Herbert V. Akerberg, vice president in charge of station relations announced. Outlet is also affiliated with NBC-TV.

WBEN-TV, assigned Channel 4, is owned and operated by WBEN Inc. General manager is C. Robert Thompson.

WGR Buffalo continues as the CBS AM outlet in that city.



Artist's conception of new skyscraper transmitter site for WBKB (TV) and WBIK (FM) now being erected atop the American National Bank Bldg. in Chicago.

NEW WBKB SITE

Installation Work Starts

WORK on the new transmitter site of WBKB (TV) Chicago atop the American National Bank Bldg., 33 N. LaSalle St., was begun fortnight ago. First step was the hoisting of 20 tons of steel to reinforce the top of the building for installation of a 5 kw TV and FM transmitter.

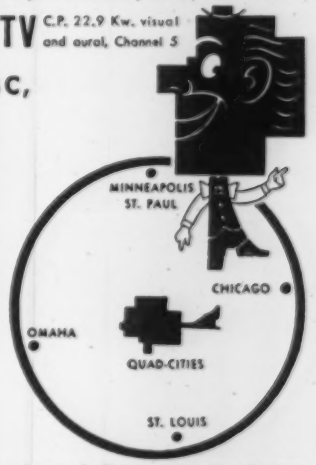
Estimated cost of the project, including remodeling of studio and office space, is $250,000. Transmission equipment weighing 85 tons is to be installed at the new location, four blocks from WBKB's present studios and offices in the State-Lake Bldg. A 68-ft., five-section antenna will be erected atop a 135-ft. tower.

Work is expected to be completed sometime in April, according to WBKB executives. The move to the new location also will involve WBIK (FM). New quarters for the stations, both owned by Balaban & Katz, will be on the 39th floor of the bank building. WBKB is on Channel 4 (66-72 mc) and WBIK is on Channel 242 (96.3 mc).

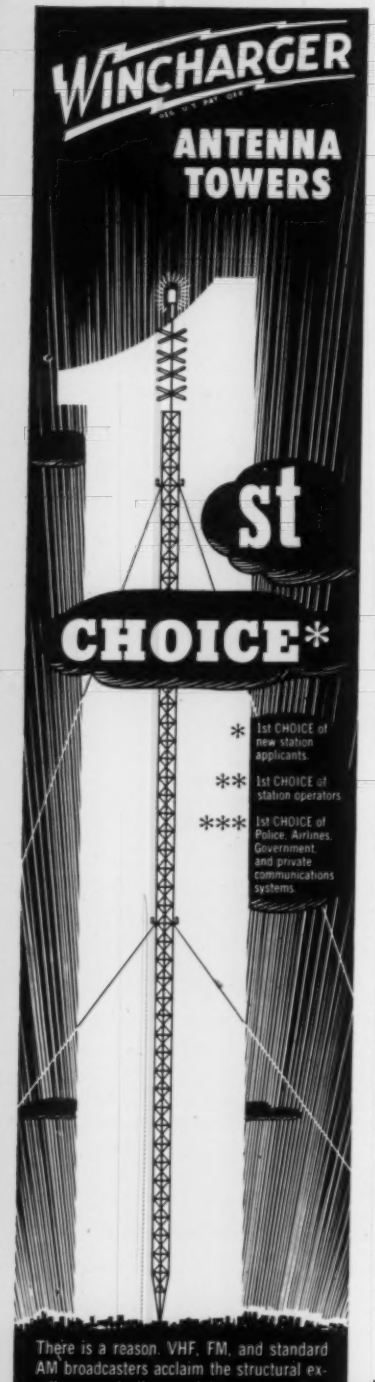
WTTG Morning TV

WTTG (TV) Washington, DuMont outlet, starts morning telecasts today (Jan. 17) with most of the additional programs originating from WABD New York, another DuMont affiliate. The new schedule, which calls for program telecasts from 10 a.m. through 3:30 p.m., is in effect Monday through Friday, according to Walter Compton, WTTG general manager.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
HALIFAX NOVA SCOTIA

WOC
FIRST IN THE QUAD Cities
DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5
Basic Affiliate of NBC, the No. 1 Network
WOC advertisers reach the biggest and richest industrial center between Chicago and Omaha, Minneapolis and St. Louis . . . get extra coverage of the prosperous Iowa-Illinois farming area on WOC-FM without additional cost. With complete duplication both stations deliver the entire NBC Network schedule and local programs to this rich farming area.
Col. B. J. Palmer, President
Ernie Sanders, Manager
DAVENPORT, IOWA


FREE & PETERS, INC., National Representatives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ANTENNA TOWERS
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* 1st CHOICE of new station applicants.
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*** 1st CHOICE of Police, Airlines, Government, and private communications systems.

There is a reason. VHF, FM, and standard AM broadcasters acclaim the structural excellence and all around low cost of Wincharger's performance proven towers. The precision of Wincharger vertical radiator's patterns is testified by the fact that over one hundred and twenty stations are now using Wincharger towers in directional arrays even six element arrays! Higher quality, wider versatility, lower cost have made Wincharger antenna towers America's first choice.

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For Technical Data and Prices Phone, Write or Wire Wincharger Corporation's Antenna Tower Division - Makers of Preferred Towers

BOXING

Farley, Eagan Declare TV Doesn't Hurt

TELEVISION will not be detrimental to boxing according to both James A. Farley, ex-Postmaster General and former chairman of the New York State Athletic Commission, and Col. Edward F. P. Eagan, present commission chairman.

They spoke Wednesday evening at the Boxing Writers Assn. annual dinner in New York. Their opinions were diametrically opposed to that of Abe J. Greene, national commissioner of the National Boxing Assn., who the week before stated television was a threat to the ring industry [BROADCASTING, Jan. 10].

Said Mr. Farley:

"Ultimately it will be found that television is not detrimental."

Col. Eagan suggested that television might actually be "the morning star" that points the way to future prosperity for the ring sport. He explained that the widespread advertising job television is capable of performing might bring boxing to many who never saw a contest and make them enthusiasts who would come to the arenas.

★

Col. Eagan traced the constantly increasing flow of revenue to the commission from radio and television. Radio in 1947, through a 5% tax on boxing and wrestling promoters' grosses, gave the commission $9,685, whereas in 1948 the amount rose to $14,132.50.

Television's increase was, considering the newness of the medium, even more spectacular. In 1944 it gave the commission $1,275; in 1945, $4,725; in 1946, $5,000; in 1947, $8,492, and in 1948, $13,265.

TV HOOPERS

To Cover Ten Cities

HOOPER TV audience measurements will jump from one to ten cities as of Feb. 10. On that date information on evening TV viewing will be available for Baltimore, Boston, Chicago, Cleveland, Detroit, Los Angeles, Philadelphia, St. Louis and Washington, in addition to New York, on which Hooper TV reports have been available since February 1948.

Reports will be based on the regular random coincidental telephone sample in each city. They will provide station audience indexes and station Hooperatings by 30-minute and 60-minute periods for all evenings of the week, and will be published as section 11 of the regular city Hooperatings reports.

TV INAUGURAL

Films Ready in 24 Hours

A FILM recording of the first telecast of a Presidential Inauguration will be available within 24 hours after the ceremonies Thursday to stations in every television city, it was announced last Thursday by representatives of four networks.

The networks will record two negatives of the telecast, one a master from which prints will be made, and the other a projection copy. The master will be rapid-processed, edited, printed and positives will be offered at cost to all affiliated network stations.

Those who concluded the arrangements were: Larry Ruddell, ABC television director of recording; Robert Wood, manager of CBS television network operations; Edward Carroll, manager of DuMont Teletranscription department, and N. Ray Kelly, assistant director of NBC television's film division.

BRITISH VIDEO

Government Handicaps Cited by Fisk

TELEVISION growth in the United States is leaving British TV service far behind, according to Sir Ernest Fisk, deputy chairman and managing director, Electric & Musical Industries Ltd. He attributes this lag to the handicaps imposed by Britain's government-operated system as against the U. S. system of free competitive enterprise in radio.

Addressing EMI's 17th annual meeting, he reminded that BBC established the "first public television in the world at London in 1936," using EMI's system. "That service was closed during the war and reopened in 1946," he said. "We expect the second station in England to be opened in Birmingham some time in 1949.

"In the United States there was no public television service, in the proper sense of that term, before 1946 but when this kind of thing starts in America under their system of competitive enterprise, it goes ahead with such vigor that corresponding developments in England are quickly left behind.

"There are already more than 30 TV stations operating in the United States [as of early December]. Ignoring the war period, England will have provided two stations in seven years against the United States providing 30 stations in two years.

★

"Even more startling is a forecast recently made by the FCC chairman [Wayne Coy] that there will be 400 TV stations in the U. S. by 1950 (that is about the time we shall have completed our second station in England) and that within seven or eight years, there will be 1,000 TV stations in operation in the United States.

"The same amazing difference shows in the manufacture and sale of TV receivers. After six years operation in England, 100,000 TV sets have been manufactured and installed in English homes." He compared this with the million sets installed in the United States, and the prediction of 17 million set in use by 1955.

He contended the English TV image of 405 lines is providing better pictures than the higher 525-line U. S. standard because of superior use of facilities.

Toy Council Sponsors

NEW VIDEO program for children and parents, *Hurray for Play*, will debut on March 6 over 20 ABC-TV stations on the network's eastern and midwestern networks, as well as stations now beyond cable or relay range. The first program on ABC's video recording to stations not served by cable will be televised on March 13. Featuring songs, games and children's parties, and stressing functional toys, *Hurray for Play* is scheduled for Sundays, 6-6:30 p.m., EST and PST, and 5-5:30 p.m., CST. It is sponsored on a 52-week basis by the Toy Guidance Council, New York, through Reiss Advertising, New York.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by BMI

IT'S A BIG WIDE WONDERFUL WORLD

On Records: Buddy Clark—Col. 38370; Nancy Noland—Int. 132; Ness Coulon—6M946

On Transcriptions: Evelyn Knight—Associated; Monica Lewis—World; Cy Walter—NBC Thesaurus

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

BMI

ACTIONS OF THE FCC

JANUARY 7 to JANUARY 13

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis-visual** | **unl.-unlimited hours**
SSA-special service authorization | **CG-conditional grant**

January 7 Decisions . . .

BY COMMISSION EN BANC

FM Authorizations

Authorized CPs for three Class A and one Class B FM stations; CPs issued for three Class B stations also to holders of conditional grants and CPs in lieu of previously assigned facilities were issued for seven FM outlets (For details see story page 86, BROADCASTING, Jan. 10).

Waiver Denied

WENY-FM Elmira, N. Y.; WHDL-FM Allegany, N. Y., and KWK-FM St. Louis—Denied requests for waiver of Sec. 3.261 governing minimum hours of operation of FM stations. In letter to stations Commission stated: "The Commission is of the opinion that FM broadcasting has reached a stage where it is desirable that FM stations should maintain operations at least during the hours specified in Sec. 3.261 wherever possible. In the past, where for financial reasons FM stations have found it difficult to operate during the required hours, the Commission has granted waivers of the rule in deserving cases. However, it is felt that in cases where the expenses of operation of an FM station are being kept at a minimum by duplicating the program of an affiliated AM station 100%, and where the operations of the AM affiliate are not unprofitable, sufficient grounds do not exist to warrant a waiver of the requirements of the Commission's rules regarding minimum hours of operation by FM broadcast stations."

TV Construction

In reply to request of WSAZ Inc., Huntington, W. Va., for declaratory ruling whether an application for additional time to construct its TV station will be granted in event that permittee undertakes no further construction during the course of present television freeze, Commission issued policy statement that TV permittees must pursue construction with diligence (see story page 86, BROADCASTING, Jan. 10).

Modification of CP

May Bcstg. Co., Omaha, Neb.—Granted application in part for mod. CP new ant. site and height to 590 ft. and reduce power to 11.7 kw vis., 8 kw aur.

KRON-TV San Francisco—Granted extension of time to July 18 in which to complete construction. Also granted application for mod. CP to change trans. location, decrease ERP to vis. 16 kw, aur. 8 kw and make changes in ant.

Assignment of License

WBBZ Ponca City, Okla.—Granted assignment of license and CP (for new trans.) from Adelaide Lillian Carrell to The Ponca City Pub. Co., for $115,000.

WKBC No. Wilkesboro, N. C.—Granted voluntary assignment of license from John T. Cashion and Doris B. Brown d/b as Wilkes Bcstg. Co. to Wilkes Bcstg. Co., new corporation, composed of two present partners and new partner, Roland B. Potter.

Hearing Designated

KPMO Pomona, Calif.—Designated for consolidated hearing application for renewal of license and application for assignment of license to Dean H. Wickstrom and Warner H. J. Sorenson d/b as Valley Bcstg. Co.

WRRN WRRN-FM Warren, Ohio—Designated for hearing application for consent to transfer of control of license by sale of 100% of outstanding stock by Nied & Stevens to Tribune Co.

WORZ
NBC AFFILIATE
ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

AM—1580 kc

Crest Bcstg. Co., Pascagoula, Miss.—Granted CP new AM station 1580 kc 250 w D; estimated cost: $12,072, exclusive of land and buildings.

AM—1410 kc

Victoria Bcstg. Co., Victoria, Texas—Granted CP new AM station 1410 kc 500 w D; engineering cond.; estimated cost: $20,800, excluding land.

BY THE COMMISSION

Renewal of License

KPFM Portland, Ore.—Granted renewal of license for FM station for period ending March 1, 1950.

License Extension

WMLN-FM Mt. Clemens, Mich.—Granted temp. extension of FM license to March 1 pending receipt and processing of renewal application.

Hearing Changes

Ordered that hearing on renewal application of Portorican American Bcstg. Co. Inc. (WPAB Ponce, P. R.), be continued from Jan. 10 to Feb. 21 at Ponce; scheduled Feb. 24 as hearing date for hearing on order revoking license of Jose E. del Valle (WIBS Santurce, P. R.), at Santurce; assigned Comr. Paul A. Walker to preside at these hearings and to prepare and issue initial decisions.

ACTION ON MOTIONS
(By Commissioner Jones)

Scenic City Bcstg. Co. Inc., Middletown, and WRIB Providence, R. I.—Commission on own motion continued to Jan. 31 at Washington consolidated hearing presently scheduled Jan. 26 on these applications.

The Ensley-Fairfield Bcstg. Co., Ensley, and Bessemer Bcstg. Co., Bessemer, Ala.—Granted petition of Ensley-Fairfield Bcstg. Co. for dismissal without prejudice of its application, and Commission on own motion removed from hearing docket application of Bessemer Bcstg. Co.

WIRE Indianapolis—Granted petition for withdrawal of appearance in proceeding re application of Glenn West, Portland, Ind.

WTMV East St. Louis, Ill.—Granted petition for extension of time to Feb. 2 in which to file exceptions in proceeding in re Doc. 7844 8652 8704.

Continental Bcstg. Co., Toledo, Ohio—Granted petition to dismiss without prejudice application.

James Madison Bcstg. Corp., Orange, Va.—Commission on own motion continued hearing scheduled Jan. 10 at Orange to Feb. 14 at that place.

Harrisonburg Bcstg. Co., Harrisonburg, and County Bcstg. Service, Mount Jackson, Va.—Commission on own motion continued indefinitely consolidated hearing scheduled Jan. 12-13 at Harrisonburg and Mount Jackson in re application.

Fairfield County Bcstg. Co., Norwalk, and The Greenwich Bcstg. Corp., Greenwich, Conn.—Commission on own motion continued consolidated hearing presently scheduled Jan. 10-11 at Greenwich and Norwalk, Conn., to Feb. 10 at Greenwich and Feb. 11 at Norwalk.

WRC Washington, D. C.—Granted petition for continuance of consolidated hearing scheduled for Jan. 5 on applications of WHWL and WILK to Jan. 17 at Washington.

Troy Bcstg. Co. Inc., Troy, N. Y.—Granted petition for leave to intervene in consolidated hearing in re applications of WILK Wilkes-Barre and WHWL Nanticoke, Pa.

Yankee Network Inc., and Radio Enterprises Inc. — Granted petition of Yankee Network Inc. and Radio Enterprises Inc. to amend their application for assignment of licenses of WAAB Worcester, Mass. and WMTW Portland, Me. to add additional information regarding financial qualifications of Radio Enterprises.

January 7 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

WIBC Indianapolis—Acquistion of control of Indianapolis News Pub. Co. Inc. (parent firm) by Adelaide F. Causey, individually and as trustee for Robert Fairbanks, through retirement of 664 sh common stock to treasury.

Assignment of License

KSCB Liberal, Kan.—Assignment of license from Alf M. Landon, William Lee Larrabee, Wilbur Vernon Griffith and Ralph Edward Colvin d/b as Seward County Bcstg. Co. to The Seward County Bcstg. Co. Inc.

License for CP

WCLT Newark, Ohio—License to cover CP new AM station.

AM—1480 kc

KBRC Mount Vernon, Wash.—CP change from 1430 kc to 500 w D to 1480 kc 500 w unl. DA-N.

License for CP

WENR-FM Chicago—License to cover CP new FM station.

WXYZ-FM Detroit—Same.

Modification of CP

WNIQ Uniontown, Pa.—Mod. CP new FM station for extention of completion date.

Assignment of CP

WBNT Columbus, Ohio—Assignment of CP new commercial TV station from TV Inc. to The Dispatch Printing Co.

January 10 Decisions . . .

DOCKET CASE ACTION

AM—1230 kc

Announced decision granting application of Richard Aubrey Raese for new station in Cumberland, Md., 1230 kc 250 w unl. subject to cond. that applicant within 60 days from date of grant file application for modification of CP specifying trans. site and ant. system meeting requirements of Commission's standards. Application of Tri-State Bcstg. Co. for same facilities was denied.

BY COMMISSION EN BANC

AM—900 kc

Rollins Bcstg. Inc., Georgetown, Del.—Granted CP new AM station 900 kc 1 kw D DA; estimated cost $43,127.

AM—1080 kc

KSCO Santa Cruz, Calif.—Upon petition Commission removed from hearing docket and granted mod. of CP to change power and hours of operation from 1 kw D to 500 w-N 1 kw-D unl. DA-N; engineering cond.

AM—950 kc

WXGI Richmond, Va.—Granted CP change frequency from 740 to 950 kc; cond. upon applicant accepting any interference which might occur from granting of applications of WGBG Greensboro, N. C. and WINC Winchester, Va.

Hearing Designated

WELI New Haven, Conn.—Designated for hearing application for increase in D power from 1 kw to 5 kw and install new trans., and made WAAT Newark, N. J., and WBOC Salisbury, Md., parties to proceeding.

AM—1320 kc

KOLT Scottsbluff, Neb.—Granted CP increase D power from 1 kw to 5 kw employing DA-DN (DA-2) and install new trans.; engineering cond.

Modification of CP

KCOK Tulare, Calif.—Granted mod. CP to change type trans., change trans. location, make changes in DA and for extension of commencement and completion dates; engineering cond.

Waiver Granted

WMUL Mullins, S. C.—Granted waiver of Sec. 3.30(a) of rules to allow permittee of WMUL to locate main studio at trans. site outside of city limits of Mullins.

(Continued on page 62)

When you think of
REPLACEMENTS

RE-TUBE with...
AMPEREX
ALL TYPES — TRANSMITTING
AND RECTIFYING TUBES
AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y.
In Canada and Newfoundland: Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

FCC Actions

(Continued from page 61)

Applications Cont.:

Hearing Designated

Palmetto Bcstg. Co., Kingstree, S. C.—Designated for hearing application for new station 1220 kc 1 kw D and made WOLS Florence, S. C., party to proceeding.

SSA Denied

KXRN Renton, Wash.—Denied request for SSA to operate unl. with 250 w (or 100 w as alternate proposal), for duration of regular license period ending May 1, 1951, because request violates Sec. 3.22(b), 3.25(d) of rules and terms of NARBA with respect to both Canada and Mexico.

Petition Granted

All Oklahoma Bcstg. Co., Tulsa, Okla.—Granted petition to reopen record in consolidated proceeding in re its application and that of KUOA Inc. and accepted stipulation submitted with petition and made it part of record and closed record.

Argument Set

Ordered that oral argument on exceptions filed in proceeding involving Booth Radio Stations Inc., Federated Publications Inc. and Saginaw Bcstg. Co. (WSAM), be scheduled Feb. 4 before Commission en banc; further that petitions filed in this proceeding by WSAM be scheduled for oral argument on same dates, together with exceptions filed in proceeding, and that parties be afforded opportunity to address themselves not only to proposed decision and exceptions filed, but to issues raised in foregoing petitions.

Scheduled oral arguments for Feb. 4 on following proposed decisions: Sioux Falls Bcstg. Assn. Inc. (KSOO); Inter-City Bcstg. Co., and Rhode Island Bcstg. Co.; and United Bcstg. Corp. Pittsburgh. Scheduled oral argument for Jan. 28 in re proposed decisions in following cases: KONO San Antonio and Texas Star Bcstg. Co.; Desert Bcstg. Co., KPHO and KRUX Phoenix; Northeast Georgia Bcstg. Co., Gainesville, Ga.; and Batesville Bcstg. Co. Inc. and White River Valley Bcstrs Inc., Batesville, Ark.

January 10 Applications . . .

ACCEPTED FOR FILING

AM—1270 kc

WMBH Joplin, Mo.—CP to change from 1450 kc 250 w unl. to 1270 kc 1 kw-D 500 w-N unl. DA-N.

AM—1150 kc

WORA Mayaguez, P. R.—CP increase power from 1 kw to 5 kw, install. DA-DN.

CP to Reinstate

KYLE Intermountain Bcstg. Co., Alamogordo, N. M.—CP to reinstate CP new AM station 1230 kc 250 w unl.

Transfer of Control

WABZ Albemarle, N. C.—Transfer of control from G. H. Hendrix, Ira Leigh, Carl C. Aley and R. H. Whitlow to W. E. Smith, T. E. Wolfe and M. M. Palmer.

Acquisition of Control

WMMT McMinnville, Tenn.—Acquisition of control from Oliver M. Albritton and Claude W. Haston to Sam J. Albritton.

Modification of CP

KGIB Bremerton, Wash.—Mod. CP new AM station for extension of completion date.

License Renewal

License renewal applications were filed by following AM stations: WDEC Americus, Ga.; WIRB Enterprise, Ala.

Modification of CP

WJIZ Hammond, Ind.—Mod. CP new FM station for extension of completion date.

KBUR-FM Burlington, Iowa—Same.
WHIO-FM Dayton, Ohio—Same.
KTRH-FM Houston, Tex.—Same.

License for CP

WOC-FM Davenport, Iowa—License to cover CP new station.

Modification of CP

WRGB Schenectady, N. Y.—Mod. CP for extension of completion date.

TENDERED FOR FILING

AM—1330 kc

WFBC Greenville, S. C.—CP change from DA-N to DA-DN, install new trans. and change site.

January 11 Decisions . . .

BY THE SECRETARY

WAAT-FM Newark, N. J.—Granted license for new FM station Channel 234, 13.5 kw, 540 ft.

Paramount Television Productions Inc. Area Los Angeles—Granted CP and license for new exp. TV relay W6XLC.

WKY-TV Oklahoma City—Granted mod. CP for extension of completion date to 7-1-49.

Following were granted mod. CPs for extension of completion dates as indicated: WKNY Kingston, N. Y., to 3-29-49; WJPF-FM Herrin, Ill., to 3-31-49; WPRO-FM Providence, to 4-12-49; WGCM-FM Gulfport, Miss., to 3-1-49; WLOX-FM Biloxi, Miss., to 3-28-49; KBOA-FM Kennett, Mo., to 2-18-49; WBYS-FM Canton, Ill., to 3-28-49; KGW-FM Portland, Ore., to 2-1-49; WJAX-FM Jacksonville, Fla., to 4-25-49; KISS San Antonio, to 8-1-49; WOAI-TV San Antonio, to 6-25-49; WSEE St. Petersburg, Fla., to 6-26-49; WOC-TV Davenport, Iowa, to 8-2-49; W8XRF Detroit, to 7-1-49; W8XRG Detroit, to 7-1-49; KMA-TV Omaha, to 6-1-49.

WCNX Middlestown, Conn.—Granted license for new station, 1150 kc 500 w D., and to specify studio location.

KFAM-FM St. Cloud, Minn.—Granted license for new FM station, Channel 284, 50 kw, 425 ft.

WGBG-FM Greensboro, N. C.—Granted license for new FM station, Channel 262, 37 kw, 395 ft.

KUGN Eugene, Ore.—Granted CP to reinstate CP which authorized making changes in vertical ant.

WIFM Radio New Rochelle Inc., New Rochelle, N. Y.—Granted request to cancel CP for new FM station.

WCYB-FM Appalachian Bcstg. Corp., Bristol, Va.—Granted request to cancel CP for new FM station.

Following were granted mod. CPs for extension of completion dates as shown: KCRA-FM Sacramento, to 3-30-49; WHKC-FM Columbus, Ohio, to 3-28-49; KOMB Los Angeles, to 4-1-49; WQDI-FM Quincy, Ill., to 4-6-49; WRXW Louisville, to 5-1-49; WMCF Memphis, Tenn., to 2-1-49; WAPO-FM Chattanooga, to 7-21-49; KWGD St. Louis, to 6-30-49; WSOU So. Orange, N. J., to 3-1-49; WBEZ Chicago, to 2-1-49; KWKH-FM Shreveport, La., to 6-15-49; WDLB-FM Marshfield, Wis., to 4-1-49; KWK St. Louis, to 1-15-49; WHDH Boston, to 3-14-49; WEAM-TV Birmingham, Ala., to 6-30-49.

January 11 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

The Greenwich Bcstg. Corp., Greenwich, Conn.—CP new AM station 1490 kc 250 w unl. AMENDED re stockholders.

AM—1320 kc

Moseley Bros., Picayune, Miss.—CP new AM station 1320 kc 250 w D AMENDED to request 1 kw D.

AM—1470 kc

The Midwestern Bcstg. Co., Toledo, Ohio—CP new AM station 1470 kc 1 kw unl. DA AMENDED re officers, directors and stockholders.

AM—1280 kc

XYZ Bcstg. Co., Charlottesville, Va.—CP new AM station 1280 kc 1 kw D AMENDED to change name of applicant from Frank T. Parker Jr. and Marion M. Parker d/b as XYZ Bcstg. Co. to Charlottesville Bcstg. Corp.

AM—990 kc

KFDX Wichita Falls, Tex.—CP increase from 1 kw-N 5 kw-D to 1 kw-N 10-kw D, make changes in DA-DN AMENDED to change name of applicant from Darrold Alexander Cannan tr/as Wichtex Bcstg. Co. to Wichtex Radio and Television Co.

Modification of CP

KXLA Pasadena, Calif.—Mod. license to remove limitations imposed by Commission on license AMENDED to request CP to change DA-D and make changes in trans. and change trans. site.

KXOA Sacramento, Calif.—Mod. CP change frequency, increase power etc. for extension of completion date.

KING Seattle, Wash.—Mod. CP increase power etc. for extension of completion date.

License for CP

KSUM Fairmont, Minn.—License to cover CP new AM station and specify studio site as 306 N. Park St.

KFDM Beaumont, Tex.—License to cover CP increase power etc.

License Renewal

License renewal applications were filed by following AM stations: WBHP Huntsville, Ala.; WIRB Enterprise, Ala.

Assignment of CP

WNAB-FM Bridgeport, Conn.—Assignment of CP from Harold Thomas to WNAB Inc.

Transfer of Control

WCMW-FM Canton, Ohio—Transfer of control from E. A. Mahoney, James L. Amerman, Arnold Gebhart, Royal G. Lister and Merlin R. Schneider to S. L. Huffman and K. B. Cope.

WIBC-FM Indianapolis—Acquisition of control of Indianapolis News Pub. Co. Inc., parent firm, by Adelaide F. Causey, individually and as trustee for Robert Fairbanks through retirement to treasury of 664 sh common stock.

Modification of CP

KXEL-FM Waterloo, Iowa—Mod. CP new FM station for extension of completion date.

WWOL-FM West Seneca, N. Y.—Same.

WSLB-FM Ogdensburg, N. Y.—Same.
WSAN-FM Allentown, Pa.—Same.
WSVA-FM Harrisonburg, Va.—Same.
WGNB Chicago—Mod. CP changes in FM station for extension of completion date.

License for CP

WOMI-FM Owensboro, Ky.—License to cover CP which reinstated CP for new FM station.

WCAE-FM Pittsburgh—License to cover CP new FM station.

License Renewal

License renewal applications were filed by following FM stations: WMLN Mt. Clemens, Mich.; WNDR-FM Syracuse, N. Y.

TENDERED FOR FILING

AM—920 kc

WTNT Augusta, Ga.—CP to switch from 1230 kc 250 w unl. to 920 kc 1 kw unl. DA-DN.

AM—790 kc

KNEW Spokane, Wash.—CP change from 1430 kc to 790 kc, change DA-DN to DA-N.

SSA—1540 kc

WJMJ Philadelphia—SSA for 1540 kc 1 kw D for period not to exceed 6 mo.

Assignment of CP

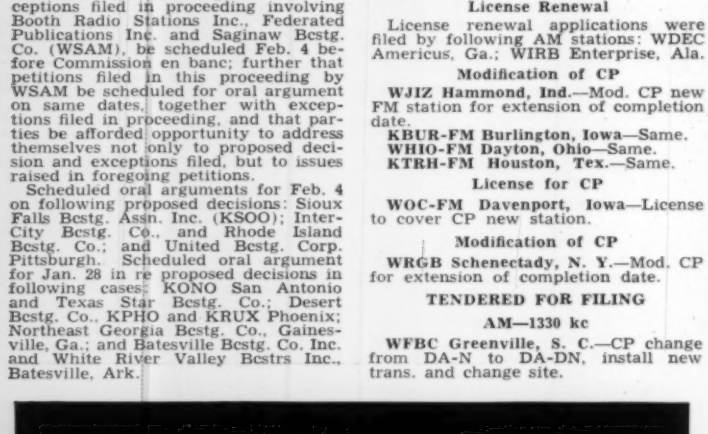
KEYE Perryton, Tex.—Assignment of CP from North Plains Bcstg. Co. to Great Plains Bcstg. Co.

WMFI Memphis, Tenn.—Assignment of CP for FM station from Fanny B. Wilson to WMFI Bcstg. Co.

(Continued on page 77)

In High Gear

THE FIRST Walter Winchell broadcast under the banner of his new sponsor, Kaiser-Frazer, through William H. Weintraub & Co., netted the commentator a 29.7 Hooper rating Sunday, Jan. 2, whereas his rating the week before under Jergen sponsorship was 23.6. Sponsor identification for the first Kaiser-Frazer show rated a 64.3 while the last show for Jergens after 16 years rates a 67.8.



EYE APPEAL as well as LISTENER INTEREST

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Radio Albums individually planned for your station have tremendous listener appeal . . cement listener support.

No Cost to you . . . no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights — American albums are available to only one station in each city.

Proven effective — Our personnel has had almost 10 years experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

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Act today — write, wire or phone for complete details. No obligation.
Phone 4-3262

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

FM DELETIONS

Five Withdrawals Approved

DELETION of five FM stations was authorized last week by FCC on request of the respective applicants. Three outlets indicated their withdrawals were for economic reasons and one cited television plans as basis for dropping FM. Deletion of nine FM stations has been authorized to date this year.

WJIM-FM Lansing, Mich., owned by WJIM Inc. which is licensee of AM outlet WJIM there, turned in its construction permit because of TV. According to FCC, applicant said it has "concluded that it can best serve this area by concentrating upon the installation of its television station in Lansing." WJIM-TV holds CP for Channel 6 (82-88 mc).

Fayette Broadcasting Co., licensee of WKLX and permittee of WKLX-FM Lexington, Ky., turned in the CP for WKLX-FM. Firm indicated it was not in a financial position at this time to complete construction of an FM station, FCC reported.

WIFM (FM) New Rochelle, N. Y., was dropped by Radio New Rochelle Inc., permittee, for economic reasons. Commission reported firm said its move was "due to re-evaluation of FM development with particular regard to the local situation, which now indicates a prolonged period of unprofitable operation, and also minimum overhead would not be achieved."

Riverside Broadcasters, Riverside, Calif., turned in its CP for KRCN (FM) there. Firm explained the "partnership has become inoperative by reason of inaction" and therefore is "unable to secure needed support to pursue these matters," FCC said.

WRVA Richmond, Va., presented its first annual Sports Award to Tommy Thompson, of William & Mary, voted by Virginia's "Big Six" players as the outstanding lineman of 1948 in the Old Dominion. Cadet Bobby Tomason of VMI received the award as outstanding back of the year.

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

• ENGLISH
• JEWISH
• ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
• THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mgr. Director N.Y. 19

ACCEPTING certificate of appreciation for NBC's cooperation during recent Forest Fire Prevention Campaign is Sidney N. Strotz (r), vice president in charge of NBC Western Division. Wallace I. Hutchinson, chief of information, U. S. Forest Service, San Francisco, makes award. Network was lauded particularly for special fire prevention programs, *Forests Aflame*, broadcast during campaign as well as for "continued support" of Forest Service.

TELEGRAPH MEET

Webster Heads U. S. Group

EDWARD M. WEBSTER, FCC commissioner, has been named chairman of the U. S. Delegation to a preparatory meeting to discuss international telegraph regulations, scheduled to open today (Jan. 17) at Geneva, the State Dept. announced last Monday. T. H. E. Nesbitt, assistant chief, Telecommunications Division, Dept. of State, was appointed vice chairman of the delegation.

Others appointed to serve as members are: Marion H. Woodward, assistant, chief engineer, FCC; Jack Werner, assistant chief, Common Carrier Division, FCC Bureau of Law; and William J. Norfleet, chief accountant, FCC. Ronald M. Ayer, Division of International Conferences, Dept. of State, is secretary of the group.

WGH UPS POWER

Now 5 kw and on 1310 kc

WGH Newport News, Va., was scheduled to increase power from 250 w to 5 kw fulltime and to move from 1340 to 1310 kc last Saturday at 7 p.m. On the same day the public was invited to inspect the WGH studios in the Warwick Hotel and station's new transmitter plant and three-tower antenna array on Route 258 in Elizabeth City County.

Slated to give the opening remarks as WGH switched frequency and boosted its power were Gov. William M. Tuck of Virginia, Lieut. Commdr. Raymond B. Bottom, president of Hampton Roads Broadcasting Corp., the WGH licensee, and Edward E. Bishop, WGH vice president and general manager.

AD CLUB CLINIC

In Grand Rapids Jan. 21

ADVERTISING Club of Grand Rapids (Mich.) will have as principal speaker at banquet session of its Forum for '49 Edgar Kobak, president of MBS. The forum, a one-day clinic on new trends in advertising and merchandising, will be held Jan. 21 in the Pantlind Hotel, Grand Rapids.

Attending will be advertising and sales executives from Michigan, Ohio, Indiana, Illinois and Wisconsin. Advance registrations ($15 fee includes breakfast, luncheon, banquet) are to be mailed to A. William Honecker, secretary, Advertising Club of Grand Rapids, 145 Franklin St., S.W. General chairman of the forum is Wesley Aves, vice president of the club.

Mr. Kobak will speak on "A Year of Challenge to Advertising." Other clinic session topics and speakers are:

"The Big Job Ahead for Advertising," William N. Connolly, board chairman of Assn. of National Advertisers; "New Trends in Advertising," G. E. Simons, advertising manager, Major Appliances Div., General Electric Co.; "New Patterns in Sales Promotion," H. Ford Perine, merchandising director, *Life*; "Advertising's New Responsibilities," Thomas d'Arcy Brophy, board chairman, American Assn. of Advertising Agencies; "New Problems in Marketing," Sherwood Dodge, vice president in charge of media and research, Foote, Cone & Belding, and "A Consumer's Viewpoint," Dr. Colston E. Warne, president, Consumer's Union of the U.S. Elton G. Borton, Advertising Federation of America president, will be toastmaster.

TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

NEW ORLEANS WDSU ABC Affiliate
1280 kc 5000 Watts

we've got *news* for you

18 times a day direct from our studio in the City Room of The Newark News.

WNJR is the *only* New Jersey station offering *complete* national and local news coverage.

Another exclusive availability on . . .

the radio station of the Newark Evening News

WNJR

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MArket 3-2700

To One Million People CBS Means WDNC

DURHAM
North Carolina
5,000 WATTS
620 KC

PAUL H. RAYMER, REP.

On All Accounts

(Continued from page 16)

"This seemed the best way to get the most out of two sides."

After transcribing a special NAR birthday show, using the same talent but with the added fillip of birthday greetings to reservists from Rear Admr. Edward C. Ewen, then chief of the command, Commdr. Kimmell went to bat for a radio budget.

By November 1947 he had the $22,000 grant, and work on the first 26-week series was started. Progress was slow due to limited studio availability preceding the record ban, but early last year (1948) activity picked up when AFM Czar Petrillo cleared the project. The 15-minute show presented Jim Ameche as m.c., the Honey Dreamers, the George Barnes instrumental octet—plus a guest spot featuring name stars who chanced to be in Chicago, 18 miles from the Glenview base.

"The show was built first for the broadcaster and listener and second for the Navy," Commdr. Kimmell says. "This paid dividends as later reports indicated the show not only captured but *held* attention. Our one plug per show, with an occasional boost from the guest artist as to the importance of a strong air reserve, was designed to be attractive to the listener."

The first 26-week series was followed by a spot announcement project featuring movie actors who had served in the Navy and Marines (Robert Montgomery, Robert Taylor, Tyrone Power, Buddy Rogers, Gene Kelly, Wayne Morris). Also participating were actress Janis Paige, who had been "Miss Naval Air Reserve" when the command was activated in 1946, and baseball stars Johnny Mize, Walker Cooper, and Mel Ott. Five hundred stations now are using the spots.

Casting for Series

Basic casting for the new 1949 series is the same as last year but "certain weak spots have been beefed up," the commander reveals. The Barnes octet has become a 16-piece orchestra, and these guests stars already have been signed: Skitch Henderson, Skip Farrell, Frankie Masters and Phyllis Myles, the King's Jesters, Georgie Goebel, Andy Roberts and Nancy Reed, Julie Wilson, Jerry Colonna, Jack Carson, and Marion Hutton.

Walt Kimmell, who is 36 years old, entered radio following his graduation from Wichita Falls Junior College in 1933. His first job was on KGKO, then located in his native city. By 1938, he had added flying to his talents, and this landed him in the Navy in 1942 as a primary flight instructor at Dallas and Memphis Naval Air Stations. After V-J Day he became a Navy public information officer and has been attached to the NARTC staff at headquarters ever since, with the exception of several months in the Hollywood area.

In addition to his radio work, he travels extensively for and with his boss, Rear Admr. R. F. Whitehead, present commander of NARTC, acting as advance representative for annual inspections of reserve activities. During last years' tour, 70 live broadcasts were produced, each featuring the admiral but pointed toward the local NAR operation. On such trips, he instructs local PIOs in the use of radio.

Son of a Texas oil operator, Commdr. Kimmell is married to the former Ruth Brannon of Amarillo, whom he met while at KFDA.

COMEDY RATING

New High in Decency—RAP

COLLEGE students of all creeds rated radio comedy as hitting a new high in decency in the Oct. 17-Nov. 13 period. The students, comprising the Radio Acceptance Poll, represented 63 colleges and universities.

Scoring programs on the basis of "good taste and all-around family acceptability," they rated the *Life of Riley* and Jack Benny shows at the top of the list as "highly acceptable." Eddie Cantor and Fred Allen programs tied for third with high "acceptable" ratings.

Close behind the top four, according to the college pollsters, were: Red Skelton, Burns and Allen, *Charlie McCarthy*, Bob Hope, Phil Harris and *Duffy's Tavern*. All were adjudged "acceptable." *Duffy's Tavern*, which placed tenth in the ten-program list, was rated well above the halfway mark between "barely acceptable" and "highly acceptable."

The Radio Acceptance Poll is conducted by the National Federation of Catholic College Students through its press commission, with headquarters at St. Joseph's College, Collegeville, Ind.

In 30 weeks of balloting last year *Fibber McGee and Molly* was the only comedy program to win a "highly acceptable" rating for the entire season. The college pollsters said that Fibber and Molly have been "graduated" from RAP this year and will not be monitored.

Ratings for the Oct 17-Nov. 13 period, with figures indicating composite scores for the four weeks, were:

(1) "Life of Riley," 78; (2) Jack Benny, 75; (3) Eddie Cantor, 68; (3) Fred Allen, 68; (5) Red Skelton, 65; (6) Burns and Allen, 63; (7) "Charlie McCarthy," 61; (8) Bob Hope, 60; (9) Phil Harris, 59; (10) "Duffy's Tavern," 56.

Hot Interview

A HOT time was experienced by the staff of WRNL Richmond, Va., Jan. 6 when a two-alarm fire threatened the second floor studios. The blaze, which was brought under control after a two-hour battle, forced operation from the transmitter when smoke became too thick for the station's announcing staff. When studio operation was resumed, announcer Al Reynolds interviewed Richmond's Fire Chief Finnagan who took time out from his fire fighting duties to appear on the air.

RADIO AS MEDIA

Seattle Ad Club to Study

RADIO'S place among the major media of Seattle advertising was described last Thursday in Seattle Advertising and Sales Club's winter course, "Media of Advertising." The classes started Jan. 10.

An outline of the media to be studied was given by L. J. Johnson, account executive with Ruthrauff & Ryan and associate coordinator of the course. Tom Jones Parry of Western Agency gave a discussion of general magazines. Ray Baker, commercial manager of KOMO Seattle, is conducting the radio session this week.

The present course is part of a series, with "The Production of Advertising" scheduled for the spring semester and "General Advertising" planned for fall. Harry Pearson, partner in Pearson and Morgan Adv. Agency, is chairman of the course planning committee, which is guided by the Ad Club's educational advisory board, with H. O. Stone, secretary of Pacific National Adv. Agency, as chairman.

Programs

AT WDRC Hartford, Conn., dreams are becoming realities. Each Saturday at 1:15 p.m. station personnel and invited guests will put on their "dream shows"—15 minutes of anything they want to put on the air. Guests will include newspaper columnists and prominent personages who will be given a chance to put on their idea of a "dream" radio show.

Salute to Citizens

A SALUTE to prominent pioneer citizens of Warren, Ohio, is object of WRRN Warren's newest program, *Warren's Appreciation Hour*. The life and history of these prominent citizens is told by someone who has known them throughout their years of achievement.

'Vocational Guidance'

WKBC North Wilkesboro, N. C., is cooperating with local Kiwanis Club in presenting its new program, *Vocational Guidance*. During 30-minute program a group of high school students and a local professional man meet for round-table discussion on careers. The speaker brings out the "how" and "why" of his chosen career, and the cost and time involved in preparing for it, plus advantages which it offers. Following this 10-minute presentation students take over and a question period follows. Program is aired in classrooms of local high schools, so that those not participating for the week may take advantage of each career discussion.

Disc Show on Tv

NEW YEAR brought a new disc show to WSB-TV Atlanta. *Reel Roundup*, uses typical disc jockey format with short musical film subjects, and WSB disc m.c., Bob Watson injects bits of information concerning the recording artists. Quarter-hour show is telecast each Saturday night.

Sex Education Series

WGAR Cleveland, in conjunction with Cleveland Welfare Federation, has launched new six week series on sex education. Titled *Sex Guidance for Youth*, series has been prepared by health educators and social workers. Programs present well known Clevelanders in discussions of following topics: "Giving Your Baby a Good Start; The First Six Years; Questions Children Ask and Don't Ask; Those Teen Age Years; Dating Do's and Don'ts, and What is Love?"

On the Feminine Side

DORIS LOCKERMAN, associate editor of the Atlanta (Ga.) *Constitution*, and author of a daily column in that paper, is now columnist of the air. She is heard Mon.-Fri. on WCON Atlanta on her own program, *Let's Hear Now*. Show features comments and news items from a woman's viewpoint on news of interest to women. WCON is owned and operated by the *Constitution*.

Mrs. Lockerman

'Bring Home the Bacon'

RESIDENTS of Newark, N. J. and surrounding communities are invited to *Bring Home the Bacon*. New quiz show on WNJR Newark is aired direct from the Tantleff Beef Co., in Newark, sponsor of program. Contestants vie for prizes with "meat in it"—hams, steaks, a leg of lamb, bacon, chickens and sausages, plus eggs and butter. If they fail to answer a question correctly they still win—each contestant gets a pound of bacon. WNJR airs the show each Tuesday at 12:05 p.m.

Synagogue Services

REGULAR Friday night broadcasts of Jewish Sabbath Eve services direct from Herzl Congregation in Seattle have been launched by KING Seattle. Services are aired by transcription at 10 p.m. and include sermon of Rabbi Samuel Penner, who stated that "In these broadcasts, we seek to lift the veil of secrecy which too frequently surrounds the Synagogue and to spread knowledge about Judaism—its religion, literature, ethics and folklore."

Operation—TV

DURING the seminar held in Buffalo for 6,200 urologists WBEN-TV Buffalo televised operations for their benefit. Operations were performed at Millard Filmore hospital 2½ miles from the hotel and carried over shortwave radio link to WBEN-TV and via coaxial cable from station's control room to the hotel. Seven operations were telecast during the seminar.

What Do They Know?

NEWEST program on KOMO Seattle, is *Quizdown*—a straight-out contest of knowledge. Two students from the fourth, fifth and sixth grades, with one alternate from each grade, compete against youngsters of same level from another local school. Questions have been prepared which "require thought by the student while at the microphone, and not a simple recitation of isolated facts." Half-hour quiz is conducted each Saturday at 11 a.m., in the auditorium of the Seattle *Post-Intelligencer*, sponsor of the show, and is transcribed for broadcast on KOMO at 4:30 p.m. the same day. Special feature of the half-way "intermission" on each show is introduction of a special studio guest. Prizes are awarded to schools and students submitting questions, and program participants receive medals.

'Mid-America Sings'

NEWEST program on KCMO Kansas City, Mo., is *Mid-America Sings*. Each Sunday half-hour program is broadcast direct from colleges and universities in "Mid-America," and features choral groups from one of these schools.

Appeal for All

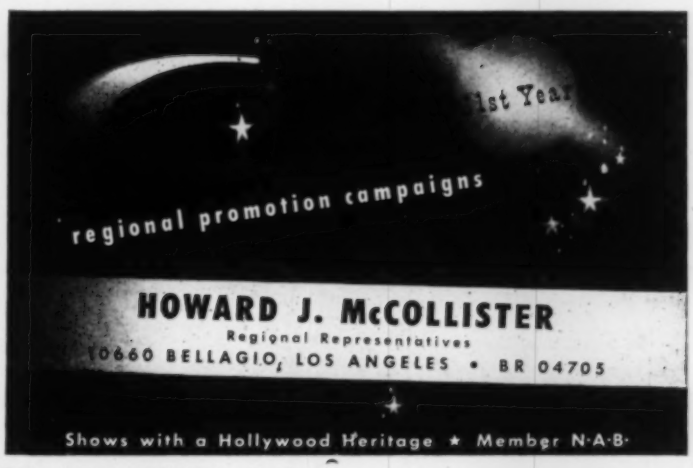
SLANTED toward youngsters, teenagers, and news-loving adults is new show on WMTR Morristown, N. J. Program is divided into three segments—a half-hour "Kiddiedisc" show, featuring records and chatter for moppets—a five minute newscast—and a teen-age disc show. Program is sponsored by Morristown branch of Oppenheim-Collins, New York department store. During last portion of program, a junior miss disc jockey, selected from a high school in the area by votes of students who must ballot in the Oppenheim-Collins store, presides.

Top Comedians

MILTON BERLE, star of NBC television and ABC radio programs, and Dean Martin and Jerry Lewis, NBC's new comedy team, have been honored by a readers' poll conducted by *Comedy World* magazine. Poll results, announced by National Laugh Foundation, rate Mr. Berle "Comedian of the Year" and the Martin-Lewis team "New Comedy Stars of the Year." Mr. Berle emcees the video *Texaco Star Theatre*, Tuesdays, 8-9 p.m., NBC-TV and the ABC radio show of the same name. Both shows are sponsored by The Texas Co., New York, through Kudney Agency, New York.

KWK Power Boost

KWK St. Louis increased its nighttime operating power from 1 kw to 5 kw Jan. 6, making use of two new directional antennae at transmitter. To promote new signal strength, station has adopted slogan "KWK, Your Signal for Good Listening," according to Robert T. Convey, president and general manager.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★★★★★

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DJ-627

★★★★★

Bewildered and Corn Bread
DJ-628

★★★★★

Lavender Blue and FREDDY MARTIN So Dear To My Heart
(Both from Disney's "So Dear to My Heart")
DJ-629

★★★★★

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52 WEEKLY ISSUES AND 1949 YEARBOOK

• YEARBOOK Special

News

BOB PROVENCE has been appointed public service director of WKNA Charleston, W. Va. He rejoins station after serving for a year as public relations director of Elk Refining Co.

JOEL CHASEMAN, WAAM(TV) Baltimore sports announcer, has been signed by Joseph Katz Co., Baltimore, to handle Loyola basketball games for Arrow Beer, same city, on WAAM(TV).

WALTER CRONKITE, former United Press foreign correspondent, has been signed by nine midwest and southwest stations as permanent Washington correspondent. He will do a short daily news spot and two quarter-hour programs weekly for WOW Omaha; KSO Des Moines; KSCJ Sioux City; WMT Cedar Rapids, Iowa; KMBC and KFRM Kansas City, Mo.; KTUL Tulsa; KOMA Oklahoma City, and KWK St. Louis.

Mr. Cronkite

KEITH ROBERTS, formerly of the Wisconsin State Journal, has joined the news staff of WKOW Madison, Wis.

JACK MORAN has joined WMON Montgomery, W. Va., as sportscaster. He was formerly with WNOP Newport, R. I.

CARL UHLARIK, news writer and publicity man, has joined news staff of KFAB Omaha, Neb.

BILL NOONAN has joined news department of KXOK St. Louis.

JULIAN PIERCEFIELD has joined sports department of WCSI Columbus, Ind.

ERNIE KOVACS, special events director of WTTM Trenton, N. J., is the father of a girl.

JOHN K. CHAPEL, news chief at KROW Oakland-San Francisco, has been presented by the Shriners with a life membership certificate in Shrine Hospital for Crippled Children. Award was for his radio service to the hospital.

DON DAHL, KDAL Duluth, Minn., sports director, is the father of a girl, Pamela.

WNYC Vacancies

TO FILL vacancies at WNYC, New York City's municipally owned station, the city's Civil Service Commission, at 299 Broadway, is accepting applications for two continuity writers, one radio dramatic assistant and one traffic assistant. Jobs pay $2,710 a year to start. A bachelor's degree and six months actual experience, or a high school diploma and two years actual experience, or the equivalent, is required. Applications may be made in person or by mail. Qualified applicants will be given examinations in about a month.

BOOKS contributed to United Hospital Fund by listeners to Phil Cook (r) on WCBS New York are presented to the fund's president, Roy E. Larsen (l), president of *Time*, by G. Richard Swift (holding notebook), assistant general manager of WCBS. Mr. Cook's Thanksgiving-to-Christmas "Send a Book to Cook" campaign had netted a total of 87,721 books by Jan. 4. Watching the presentation is Catherine Heinz, librarian for fund.

N. Y. CAB BAN

Taxis Must Remove Radios

ALL New York taxicabs were ordered to remove radios from their vehicles last week by the city Hack Bureau in an effort to reduce accidents.

Harold de Wolfe, managing director of the League of Mutual Taxi Owners, which represents the bulk of individual cab owners, denied that radio playing by taxis was responsible for accidents.

"If it were true that radio playing distracts a driver or causes accidents," he asserted, "then every radio in every automobile throughout the nation should be removed."

Six months ago the Hack Bureau reported fewer than 200 radios remained in New York's 11,500 cabs. Before the war, 95% of New York's taxis had radios, said Mr. de Wolfe. New York's police have campaigned in recent years to have all radios removed from cabs, citing a 1934 regulation requiring sets to be operated from the passenger seat only.

The law also makes it illegal for a cab operator to go into the back of the cab to turn it off.

OU RADIO MEET

National Committee Named

PLANS for the Annual Radio Conference of the U. of Oklahoma, to be held March 3-5, moved ahead last week as the new national committee was partially named. Function of the committee is to advise on policy and to assist in the selections of topics and speakers, according to Sherman P. Lawton, O. U. director of the meeting.

Members of the committee to date include: George Biggars, WLS Chicago; Para Lee Brock, WNOX Knoxville; Rowland Broiles, Rowland Broiles Advertising, Fort Worth, Tex.; Robert Enoch, KTOK Oklahoma City; Ray K. Glenn, Glenn Advertising, Los Angeles; Leslie S. Hauger, Watts-Payne Advertising, Tulsa; George Jennings, Board of Education, Chicago; J. Soulard Johnson, WBBM Chicago; Harold W. Kent, Kamehameha Schools, Honolulu; Ben Ludy, WIBW Topeka; Monty Mann, Tracy-Locke Co., Dallas; Robert K. Richards, NAB, Washington; Robert Saudek, ABC, New York; P. A. Sugg, WKY Oklahoma City; John W. Tinnea, KWK St. Louis, and Herbert True, Carter Advertising, Kansas City.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

U.S. PAYROLL

Dept. of Commerce Total Over $20 Billion

IN MARCH of 1947, 34,494,168 people were employed in the United States. Their taxable income during the January-March 1947 period was $20,607,734,000.

These figures have just been released by the Dept. of Commerce in a report headed "Business Establishments, Employment and Taxable Pay Rolls, Under Old-Age and Survivors Insurance Program."

The report, made up of four tables, presents statistics on reporting units for March 1947 employment and January-March 1947 taxable wages covered under the Old Age and Survivors Insurance Program.

Classifications are broken down into 168 separate industries under nine major headings. Major break downs are: Agriculture, Foresty and Fishing; Mining; Contract - Construction; Manufacturing; Public Utilities; Wholesale Trade; Retail Trade; Finance, Insurance & Real Estate, and Service Industries.

Unit Breakdowns

The number of reporting units are shown with breakdowns covering seven different sized establishments ranging from 0-3 employes to 500 or more employes.

Data on the county level also is available with Table 3 covering 415 selected large counties and Table 4 giving information on smaller counties.

Price for Part 1 is 40c and it includes state summaries. Part 2 which consists of 50 separate bound bulletins, one for each state and one for Alaska and Hawaii, is $7.00. Separate state bulletins are available and range in price from 5c to 30c. They may be purchased from the Superintendent of Documents, U. S. Government Printing Office, Washington, or any Dept. of Commerce field office.

The report points out that only the first quarter of 1947 is covered and the figures listed include only those covered by old-age and survivors insurance.

On a state-by-state basis the figures for mid-March 1947 employment and total payroll for the January-March 1947 period are as follows:

State	Employment Mid-March 1947	Taxable Pay Rolls Jan.-March 1947 ($000)
Alabama	484,261	225,902
Alaska	15,716	11,204
Arizona	112,380	63,556
Arkansas	199,420	83,461
California	2,340,333	1,623,396
Colorado	239,233	128,456
Connecticut	682,628	434,737
Delaware	87,767	58,673
D. C.	214,463	127,200
Florida	507,843	256,740
Georgia	590,397	269,709
Hawaii	84,399	54,343
Idaho	80,324	42,841
Illinois	2,624,340	1,690,291
Indiana	991,101	587,564
Iowa	420,213	210,189
Kansas	289,136	146,246
Kentucky	420,287	214,156
Louisiana	407,889	204,411
Maine	204,754	104,639
Maryland	535,176	303,226
Massachusetts	1,425,192	848,537
Michigan	1,769,739	1,186,302
Minnesota	571,749	315,717
Mississippi	220,909	86,720
Missouri	901,012	487,253
Montana	86,723	46,057
Nebraska	200,548	97,363
Nevada	36,805	23,624
N. Hampshire	141,401	72,971
New Jersey	1,362,348	891,319
New Mexico	79,506	40,014
New York	4,590,015	3,109,156
North Carolina	681,047	313,540
North Dakota	55,066	24,818
Ohio	2,218,359	1,393,531
Oklahoma	318,780	168,687
Oregon	314,015	202,736
Pennsylvania	2,903,465	1,732,974
Rhode Island	257,323	146,680
South Carolina	336,331	149,131
South Dakota	67,606	30,060
Tennessee	561,633	274,450
Texas	1,347,276	685,228
Utah	113,334	63,744
Vermont	75,974	38,380
Virginia	554,251	271,484
Washington	485,040	306,563
West Virginia	416,620	251,787
Wisconsin	791,486	456,013
Wyoming	44,363	25,472

TRANSIT RATES

Issued by KXOK-FM

RATE CARDS for transitcasting have begun to make their appearance on the American advertising scene. Card No. 1 issued Jan. 1 by KXOK-FM St. Louis offers Class A time from $18 for one time to $13 on a frequency discount for 260 times.

Class A announcements, aired on the radio-equipped vehicles, are limited to 50 words or 25 seconds. Class A time is 6:30-8:30 a.m. and 4-6:30 p.m. Monday through Friday.

Class B rates begin at $9.50 for one time to $7 for 260 times. This time period is from 6 to 6:30 a.m. and 8:30 a.m. to 4 p.m. Monday through Friday and 6 a.m. to 6:30 p.m. Saturday and Sunday.

The Class C time, from 6:30 p.m. to 6 a.m. Sunday through Saturday, costs $7 one time and $5.50 for 260 times. Other rates are:

Two-minute news and sports summaries, with a maximum of 50 words of commercial copy plus sponsor identification in introductions, in the Class A bracket cost $23.50 one time, $17.50, 260 times; in Class B, $12.50 and $9.50, and Class C, $9 and $6.75.

A maximum of 50 words of commercial copy is also allowed with service features such as time, temperature, weather, scores and other features. For one time the rates are: Class A, $19.75; Class B, $10.50, and Class C, $7.75.

Stockton Ad Club

HERB FERGUSON, manager of KXOB Stockton, Calif., has been elected president of the Stockton Advertising Club. Other radio men named to offices were Jimmy Fox, KWG Stockton salesman, treasurer, and Keith Pinion, KXOB account executive, member of the board. The new officers will be installed Jan. 29 during a dinner dance meeting.

Commercial

HERMAN M. PARIS has been appointed general sales manager of WWDC Washington, and HELEN K. MOBBERLY becomes commercial manager of WWDC-FM.

WMGM New York has appointed Radio Representatives Inc., New York, to handle national sales.

JOSEPH GOODFELLOW, former resident manager and vice president of KSJB Jamestown, N. D., appointed account executive at WHLI and WHLI-FM Hempstead, L. I. Mr. Goodfellow has also been with KIOA Des Moines as account executive.

Mr. Goodfellow

GEORGE FOLTS, formerly of WSRS Cleveland, Ohio, has joined sales staff of WRRN Warren, Ohio.

KSJO and KSJO-FM San Jose, Calif., has appointed the Friedenberg Agency, New York, as its eastern representative.

FTC VS. HERB

Radio Advertiser Charged

A COMPLAINT alleging false and misleading advertising of Vim Herb, medicinal preparation, has been issued against Herb Products Co., Anderson, S. C., by the Federal Trade Commission.

The representations, according to the complaint, are contained in written and broadcast advertisements disseminated by A. P. Durham, trading under the above firm name. Stations over which advertisements were aired include WORD Spartanburg, WAIM Anderson, WFBC Greenville (all S. C.), and WRLC Toccoa, WRDW Augusta, Ga.

GEORGE E. INGHRAM, former vice-president and general manager of WMAW Milwaukee, Wis., has been appointed sales manager of WISN, AM and FM Milwaukee.

PETER ROBECK, merchandising manager for KNX Hollywood and Columbia Pacific Network for three years, has been appointed KTTV (TV) Los Angeles sales manager.

VERN PHILIPS has joined WCSI Columbus, Ind., as salesman.

BUD FREIERT has been appointed sales representative at WAAM Baltimore. He held same position at WFBR Baltimore for seven and a half years, before assuming his new post.

FRED L. VANCE and TOM FRANDSEN have joined KMPC Hollywood as account executives. Mr. Vance was commercial traffic manager with WEEK Peoria, Ill., for two years; Mr. Frandsen until recently was with Tower Productions, Los Angeles radio and television packagers.

WEXL and WEXL-FM Royal Oak, Mich., has announced appointment of Friedenberg Agency, New York, as its representative. WIDE Biddeford, Me., has also appointed Friedenberg as its national representative.

TED COOPER has joined KHAS Hastings, Neb., advertising sales department as time salesman. He has been in radio since 1938.

IRVING HACKMEYER and WALTER KINGSLEY, WCOP Boston sales staff, are the fathers of boys, Michael Alan and Samuel John, respectively.

WOL Honored

MBS' WOL Washington has been cited by the Commissioners' Traffic Advisory Board, District of Columbia, as a primary factor in helping the Nation's Capital achieve the lowest traffic fatality toll in its history. The board voted a special resolution, during its Jan. 3 session, commending WOL.

soon

WHBQ • 56

FIRST ON YOUR RADIO

W. H. Beecue

Pulling in a Million More Listeners!

Your Mutual Station in Memphis Tenn.

NOTICE:

Contracts made NOW at present rates receive full year's protection

Represented by The Walker Company

Agencies

(Continued from page 8)

DAVID D. BROWN, former account executive with Foote, Cone & Belding, Chicago, heads new Chicago office of Kastor, Farrell, Chesley & Clifford, New York, at 333 N. Michigan Ave. **RUTH ANDERSON,** formerly of Dancer-Fitzgerald-Sample, Chicago, is his assistant.

RILEY JACKSON joins Mogge-Privett, Los Angeles, as radio and television director. Mr. Jackson was at one time producer of *Quiz Kids* for Wade Adv., Chicago, and television director of WABD New York.

JOHN H. BERLING will retire March 31, as media director of Russel M. Seeds agency, Chicago, after 32 years with the firm. Mr. Berling plans to open his own agency, Berling Adv., in Indianapolis, late in the summer.

MARCIA HACKERT of Young & Rubicam, Hollywood, radio commercial department announced her engagement to Byron Griffith.

E. C. SCHMIDT joins Caples Co., Los Angeles, as advertising and public relations counsel. He was formerly executive assistant with Union Pacific Railroad, Omaha.

WALTER C. HUGHES Jr., formerly copy chief for Madison Adv., Beverly Hills, Calif., joins Jordan Co., Los Angeles, in same capacity.

STUART BART INC. New York advertising firm, is to be known as Stuart Bart & Getschall, according to an announcement made by Mr. Bart of the inclusion of the name of his associate, **BUDD GETSCHALL,** in the agency's title. Company celebrates its tenth anniversary this year.

MILT ROSEN joins Dean Simmons Adv., Los Angeles, as account executive.

JEREMIAH B. LIGHTER, formerly with G. M. Basford Co., New York, joins Federal Adv., New York.

FLOYD VANDWART, formerly with Newell-Emmett Co., New York, joins copy staff of Cecil & Presbrey, New York.

GEORGE KIRBY CULVER, formerly with Geyer, Newell & Ganger, New York, joins McCann-Erickson, New York, as assistant account executive on the Puerto Rican Rum account.

DOROTHY KENNEDY, formerly with Kudner agency, joins New York copy staff of Maxon Inc., to work on agency's food accounts.

IRA SHERMAN joins public relations department of William H. Weintraub Adv., New York.

ROLLO HORWITZ Adv., St. Louis, announces change in name to McMahan-Horwitz Co. Agency's address, staff and services remain the same.

LEE TURCHIM, timebuyer for Dean Simmons Adv., Los Angeles, is the mother of a boy.

LEONARD M. SIVE & Assoc., Cincinnati, announces change in name to Sive & Rosenfield. Change occurred in order to give public recognition to fact that Mr. Rosenfield is full partner in agency.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW—48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

Electrical Tower Service Corp
AM-FM-TV
Bases—Ground systems—transmission lines, painting, erection, dismantling
524 Hillcrest Terrace,
Creve Coeur, Ill.
Phone 3-9846—Peoria, Ill.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373

RADIO CONSULTANTS

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

MR. FETZER dedicates new WKZO Radio City studios.

* * *

WKZO STUDIOS

Dedicated by John Fetzer

OPENING of WKZO Kalamazoo's new studios took place Jan. 1 when John E. Fetzer, president and general manager of Fetzer Broadcasting Co., dedicated the newly completed Radio City on an hour broadcast. Officials and stars of CBS, with which the station is affiliated, participated.

Program traced the growth of Kalamazoo and WKZO from the latter's start 18 years ago to the present. CBS greetings came from President Frank Stanton, Donald W. Thornburgh, CBS vice president and KNX Los Angeles general manager, and such personalities as Edward R. Murrow, Lowell Thomas, Amos 'n' Andy, Marie Wilson and Jack Benny.

SALES HIGH

WTMJ-TV Sets New Record

PERIOD between Christmas and New Year's was the biggest spot week for WTMJ-TV Milwaukee since station began commercial operations in December 1947. Plankinton Packing Co. signed a contract for spots for 39 weeks through Cramer-Krasselt Agency, Milwaukee. Contracts for 26 weeks were signed by Trubilt Trailer Co. and the Milwaukee Co., investment securities concern, through MacDonald Cook agency, South Bend, and Cramer-Krasselt, respectively.

Thirteen-week contracts have been started for: John P. Hanser Soap Co.; Waukesha Roxo, soft drinks; W. P. Hammond & Son, pest exterminators; Mrs. Drenk's Foods Inc.; Howard B. Stark Candy Co., Snirkle Bars, and Mammy's Foods Inc., restaurant (all Stone-O'Halloran agency); John Graf Co., soft drinks, and Pate Oil Co. (Al Herr agency); Independent Milwaukee Brewery (Allen Reiselbach agency); and United Coal & Dock Co., Wisconsin Telephone Co., and York-Wagner, ice cube makers (no agencies involved).

Feature of Week

(Continued from page 16)

represented the Sunflower state in the Miss America Pageant at Atlantic City last September and finished fifth in national competition. WHB sponsored her appearance which resulted in her selection as "Miss Bathing Suit of 1948."

Her first appearance on the famous WHB swing was made this month [BROADCASTING, Jan. 10] in advertisements.

Just in case anyone is interested —and what red-blooded man isn't? —the vital statistics are: 18 years old; weight, 117 pounds; 5' 5" tall; bust, 37½"; waist, 23½" hips, 35½"; thigh, 19"; ankle, 8".

S. C. ASSN.

Station Executives Meet

TALKS by two NAB executives and two visiting station executives featured the South Carolina Broadcasters Assn.'s first annual membership meeting last Thursday and Friday at Hotel Wade Hampton, Columbia.

Speakers included: J. Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WIOD Miami and WHIO Dayton); Irving Abeloff, manager of WLEE Richmond; A. D. Willard, NAB executive vice president, and Miss Lee Hart, retail coordinator of the NAB Dept. of Broadcast Advertising.

WIS WCOS WKIX and WNOK, all in Columbia, were hosts at the meeting. Presiding at the sessions was G. Richard Shafto, WIS general manager. Election of officers for 1949 was scheduled for the Friday session.

ADVERTISING

Most Important PR Tool

"ADVERTISING is the most important tool in the public relations kit-bag," C. C. Carr, director of advertising and public relation for Aluminum Co. of America, said Jan. 4 in Seattle. Speaking to the Advertising and Sales Club there, he urged the need for acceptance of public relations thinking at the top levels of American business management.

Mr. Carr, who is currently touring the Pacific Northwest and demonstrating films on the value of advertising to regional representatives of Alcoa, emphasized that ad men have a two-fold challenge: To secure acceptance of their own professional services, and to sell free enterprise.

*Member AFCCE

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.

Commercial Radio Equip Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
WARNER BLDG., WASHINGTON, D. C.
13th & E Sts., N. W.
NAtional 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

FRANK H. McINTOSH
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D.C.

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ROTHROCK & BAIREY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D .C.

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
OLiver 8200

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. TRiangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 Lillian Way GLadstone 6178
HOLLYWOOD, CALIFORNIA

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORdway 8071
Washington, D. C.

H. V. ANDERSON
AND ASSOCIATES
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

GUY C. HUTCHESON
1100 W. ABRAM ST PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PREISMAN & BISER
AM, FM, Television
Allocation, Station Design
Management Training Associates
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitler
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SAXON & WINSTON
Dallas
2222 N. Fitzhugh Tre 7-2756
Longview
P. O. Box 1866 4331

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

LYNNE C. SMEBY
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
FRITZ BAUER, Associate
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

ELLIOTT-HAYNES

'Radio Theatre' Is First

THERE is little change in the national rating reports in Canada for December, from those of the previous month. The Elliott-Haynes national program ratings for December listed in first place *Radio Theatre* with 35.2 rating, followed by Fred Allen 35, *Charlie McCarthy* 33.5, *Fibber McGee & Molly* 32.8, Bob Hope 25.8, *Amos 'n' Andy* 25.6, *Ozzie & Harriett* 24.5, *Album of Familiar Music* 24.1, *My Friend Irma* 21.6, and *N.H.L. Hockey* 21.3 (Canadian program).

Leading daytime programs in December were *Ma Perkins* 17.7, *Big Sister* 17, *Pepper Young's Family* 17, *Happy Gang* 16.9 (Canadian program), and *Right to Happiness* 16.6.

French language evening programs were led by *Un Homme et Son Peche* 40.5, *Radio Carabin* 32.7, *Metropole* 32.5, *Ralliement du Rire* 32.4, *Enchantment de la Vivoir* 31.3.

French language daytime programs were led by *Jeunesse Doree* 28.7, *Rue Principale* 27.6, *Les Joyeux Troubadours* 21.3, *Tante Lucie* 21.1, and *Grande Soeur* 20.5.

WOV New York, has distributed the English and Italian scripts of an interview granted in Paris by H. E. Pietro Quaroni, Italian Ambassador to France, to M. Paolo Ulpia of the Italian Division of the French Radio. WOV aired the interview on Jan. 1.

for NETWORK CALIBRE PROGRAMS

... at local station cost

See your station representative or write

LANG-WORTH feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.

WATL STRIKE

Announcers, Engineers Of AFL Go Out

THREE-YEAR battle between WATL Atlanta, Ga., and the American Federation of Radio Artists (AFL) has flared into a strike of union announcers and engineers, with opposing camps buying newspaper display space to state their cases.

A central figure in the prolonged scrap is Lawrence J. Mellert, employed by the station as an announcer in January 1944 and discharged April 26, 1946, to make way for the return of the man who had held Mr. Mellert's job before entering military service.

Upholding the earlier findings of one of its trial examiners, the National Labor Relations Board last September [BROADCASTING, Sept. 27] ordered the Atlanta Broadcasting Co., WATL licensee, to reinstate Mr. Mellert and pay him back wages.

An AFRA advertisement on the radio page of *The Atlanta Journal* Jan. 7 declared all of WATL's union announcers and engineers were on strike and that "strike-breakers are keeping the station on the air." It made an appeal to "help the WATL employes earn a decent living . . . protest low pay and worse working conditions." It declared: "We have filed charges with the NLRB, FCC and health authorities."

WATL, in an ad on the same page and same issue of the *Journal*, said "requested wage increases have been in effect for weeks" and "there is no dispute involving wages." It added: "Written contract setting out agreed-on wage scale and terms of employment was arbitrarily rejected by union. The station has bargained in good faith with the union and the strike occurred without notice. WATL is operating fulltime and will continue to do so in the public interest."

Technical

ARTHUR A. AVERY has been promoted to supervisor of broadcast technicians at WGN-TV Chicago. Other promotions: **ELMER F. CAWTHON**, assistant supervisor in charge of master control; **WOODROW R. CRANE**, assistant supervisor in charge of the transmitter, and **CHARLES J. ROTHERS**, assistant supervisor in charge of mobile unit.

KENDRICK H. LIPPITT has resigned from firm of George C. Davis, Washington consulting engineers, to join Technical Appliance Corp., Sherburne, N. Y., as chief engineer.

R. W. WASSENBERG, formerly with sales staff of KSFO San Francisco, has been transferred to station's TV affiliate, KPIX, as operations manager.

EVERITT BEAVERS has been transferred to engineering staff of KYW, Philadelphia Westinghouse station, from WSBA York, Pa.

ROBERT LAY Jr. has joined WCSI Columbus, Ind., as technician.

J. R. DUNCAN, chief engineer of WLWT (TV) Cincinnati, Ohio, has resigned. He has announced no future plans.

CAMERON PIERCE, ABC Hollywood television operations supervisor, has been elected president of the Society of Television Engineers of Los Angeles.

NEW AM STATION

Improvements Granted 3

NEW DAYTIME standard station for Georgetown, Del., was granted last Monday by FCC to Rollins Broadcasting Inc. and improved facilities were awarded by the Commission to three existing AM outlets.

Rollins Broadcasting, locally owned, was given a construction permit for 1 kw daytime on 900 kc, directional. Estimated cost of $43,127 was cited.

KSCO Santa Cruz, Calif., licensed to Radio Santa Cruz, received CP to switch from 1 kw day on 1080 kc to 500 w night, 1 kw day, fulltime on that frequency. Directional antenna at night was specified.

WXGI Richmond, Va., licensed to Radio Virginia Inc., was granted switch in frequency from 740 kc to 950 kc on condition it accepted any interference which might occur from granting facility changes to WGBG Greensboro, N. C., and WINC Winchester, Va. WXGI is authorized to operate daytime with 1 kw.

KOLT Scottsbluff, Neb., operated by Hillard Co., was granted increase in daytime power from 1 kw to 5 kw, using directional array both day and night. KOLT would continue with 1 kw night on its assigned frequency, 1320 kc.

Ownership of Rollins Broadcasting includes the following: John W. Rollins, Lewes, Del., auto dealer, president and 29⅛% owner; his wife, Katharine E. Rollins, treasurer 4%; Orville Wayne Rollins, general manager of Rollins Bros. Summer Resort, Tunnel Hill, Ga., vice president 33⅓%; Jack C. Gardner, Salisbury, Md., secretary ⅛%; Rollins Motors Inc., Princess Anne, Md., 33⅓%.

Church TV Center

A TELEVISION center is being opened by the First Presbyterian Church, New York City, in the hope of keeping youngsters out of Greenwich Village bars and grills. With approval of the church's pastor, Rev. Clarence Boyer, the parents' class of the church school bought the TV receiver. At the formal opening of the center Jan. 19, door charges will be assessed to help pay for the television set. A spokesman for the church said: "We hope it will inspire a pattern for many communities."

PHILCO PROMOTES

Seven in Engineering

PALMER M. CRAIG has been appointed director of engineering, electronics division of the engineering department of Philco Corp., Philadelphia. With Philco for 15 years, Mr. Craig was named chief engineer of the company's radio division in 1943.

David B. Smith, vice president in charge of research and engineering, also announced the appointment of six chief engineers responsible for major product development in this division. They are:

Sterling C. Spielman, television receiver development; Luke E. Closson, home radio development; Arthur V. Nichol, auto radio development; Dr. James F. Koehler, design of specialized government and industrial electronics equipment; Bertram P. Haines, mechanical engineering development for the electronics division; W. Linton Getz, development of television and radio cabinets.

TOPS in TOWER CONSTRUCTION

- GROUND SYSTEMS
- TOWER ERECTION
- COAXIAL TRANSMISSION LINES
- MAINTENANCE and PAINTING
- FM and TV ANTENNA

Over 500 satisfactory installations from Coast-to-Coast. What we have done so well for others should suggest that you consult America's foremost tower specialist on your next tower or antenna job.

TOWER CONSTRUCTION COMPANY • SIOUX CITY, IOWA

402 COMMERCE BLDG. PHONE 5-6761

SCHOOL GUIDE

Lists Radio-TV Courses

A DIRECTORY of College Courses in Radio and Television for 1948-49 has been published by the Federal Radio Education Committee in cooperation with the Federal Security Agency's Office of Education. It will soon be ready for distribution.

The information is intended for use as a guide to students in locating institutions which are most likely to meet their needs.

While no attempt is made to accredit or approve the work of any institution, an effort is made to give a fair picture of the extent of radio and television training in each one, the introduction points out. Directory shows a range of courses in proportion to the size of each teaching staff and the amount of equipment available for laboratory purposes.

The directory, prepared by Gertrude G. Broderick, the Office's executive secretary and radio education specialist, is based on data submitted by college and universities which appear on the list of accredited institutions in the annual *Educational Directory—Higher Education*, issued by the Office of Education.

SPORTS AWARDS

Network Directors Name

AWARDS to outstanding athletes and the naming of the "Athlete of the Year" will be the feature of a special MBS broadcast Jan. 19, 10-10:30 p.m. Bill Slater, Mutual commentator, will be m.c. *Sport* magazine is making the awards.

Board of selectors, making final choices, is headed by Grantland Rice, *Boston Herald* columnist and MBS commentator. Others included on the board are the network sports directors, Harry Wismer (ABC), Walter (Red) Barber (CBS), Paul Jones (MBS), and Bill Stern (NBC).

The "Athlete of the Year" award will go to Lou Boudreau, player-manager of the 1948 World Series champion Cleveland Indians.

Production

A. J. (Tony) LA FRANO, chief production supervisor of Don Lee Network, in Hollywood, has been appointed director of operations for the network's AM, FM and television stations. Mr. La Frano, who joined Don Lee in 1937 with KDB Santa Barbara, Calif., had been production supervisor since 1939.

ED STUDNEY has been appointed chief announcer at WOL Washington, succeeding **STEVE McCORMICK,** who has been appointed news editor [BROADCASTING, Jan. 10]. He has been with station since 1943. **RAY L. HUTCHINSON,** formerly of WARL Arlington, Va., has joined WOL's announcing staff.

Mr. Studney

DAVE CROCKETT, former partner in the Seattle radio production agency, MacPherson & Crockett, has been appointed program director of KING Seattle.

ROY NEAL, video producer and m.c., has signed an exclusive contract as producer with WPTZ (TV) Philadelphia.

JOSEPH LOWE, radio writer-producer, has been appointed production coordinator at KLAC-TV Hollywood.

ARTHUR CHURVIS, former announcer at WKMO Kalamazoo, Mich., has been appointed an assistant production director of NBC Central Division television department. **KENNETH GUGE** and **ROBERT HALEY** have been added to the department's engineering staff.

WES GRIFFIN and **BOB MITCHELL** join CBS *G. E. House Party* as pianist and organist respectively.

JOSEF BONIME has been signed as orchestra director for ABC's *Little Herman* show.

WED HOWARD, formerly of WFAA Dallas, Tex., has joined announcing staff of KMOX St. Louis.

KITTY LEWIS has joined continuity department of WIS Columbia, S. C. She was formerly with WGAC Augusta, Ga.

OWENS F. ALEXANDER, formerly general manager of WOOF Dothan, Ala., has been appointed program director of WSAV Savannah, Ga.

EDWARD WESTON, news editor of WCCC Hartford, Conn., has been appointed program director. **BARBARA HINES,** formerly with WONS Hartford, has joined WCCC to handle traffic.

JACK BRAY, formerly with WADC Akron, Ohio, has joined announcing staff of WRRN Warren, Ohio. Other new WRRN announcers include: **DICK LINGLE,** formerly of WATG Ashland, Ohio, and **BOB RAFFERTY,** formerly with WROK Rockford, Ill.

ALLEN McCABE has joined traffic department of KXOK St. Louis.

JOHN GRAY, "RED" GOLD, MARTY WAYNE and **BOB WHITE** have joined WGAT Utica, N. Y., as disc emcees.

ED GILBERT, NBC Chicago musician, and **MARY BOLINGER,** formerly with ABC Chicago's music library, have announced their marriage.

JIM McCANN, KYW Philadelphia staff announcer, is the father of a boy.

JEAN HOLLOWAY, freelance writer, has joined writing staff of ABC's *Railroad Hour*.

G. THOMAS MARSHALL, continuity manager at WNJR Newark, N. J., has been appointed director of public relations for New Jersey Amputation Chapter of the Disabled American Veterans. An Army veteran of World War II, Mr. Marshall was wounded in action in France.

DAVE SCHWARTZ, ARTIE STANDEER, JOE YOUNG have been signed as writers for new NBC *Alan Young Show*.

CAROL REED, of WPTZ(TV) Philadelphia's *Handy Man* program, is now conducting her own participation show on the station.

HENRY HICKMAN, m.c. of *Club 1300* on WFBR Baltimore, has been appointed chairman of the March of Dimes Card Committee during 1949 campaign.

HAL SHORE, formerly music director of WLEA Hornell, N. Y., has joined WMDN Midland, Mich., as announcer-salesman.

DAVE BIGLEY, program director of WJOI Florence, Ala., is recuperating from an emergency appendectomy.

WAYNE THORNTON Jr., program director at KSUE Susanville, Calif., has been elected a member of board of directors of Susanville 20-30 Club.

OMAR WILLIAMS, WBOW Terre Haute, Ind., announcer, and Janice Jones have announced their marriage.

JACK GROGAN, production manager and senior director of WNEW New York, and Blythe Miller have announced their marriage.

WILLIAM DANCH, radio and television writer, is the father of a boy.

10,000 WATTS IN KANSAS CITY
WHB AM FM
Represented by JOHN BLAIR & CO.
DON DAVIS, President
JOHN T. SCHILLING, Gen. Mgr.
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

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KFRE
FRESNO'S FIFTY

More than a million people, over a billion dollars in retail sales. That's the big, lucrative Central California market you'll cover on KFRE come February, 1949.

More than a million—over a billion. It's a sweet story. Ask Avery-Knodel, Inc., representatives.

50,000 WATTS 940 KILOCYCLES

WMPS
MEMPHIS
68
On Your Radio

10,000 W DAY TIME
5,000 W NIGHT TIME
Represented by
RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Assistant manager for local network station, medium sized town in California coastal area. Prefer experienced all-round radio man, accent on sales. Announcing and MC ability a help. Excellent opportunity to man who can deliver. Reply Box 781, BROADCASTING.

Medium sized station in large metropolitan city in central states needs general manager, minimum age 30. Box 544, BROADCASTING.

Regional network station in large metropolitan city in central states needs combination station manager - sales manager, minimum age 30. Box 543, BROADCASTING.

Wanted: Manager with proven sales and programming ability for 250 Louisiana station. Box 829, BROADCASTING

Sales manager-salesman, FM experience preferred, large southern city. A challenge and an opportunity for the right man. Box 820, BROADCASTING.

Wanted: Commercial manager for independent upstate NY station. Only one in market. Family man preferred. A real opportunity for the right man. Address Box 810, BROADCASTING.

Salesmen

Salesmen—Two young, alert salesmen wanted by daytime independent in Virginia. $70 weekly draw against 15% commission. One will be promoted to sales manager of station. Write or wire Box 789, BROADCASTING.

Permanent sales position open for time salesman. Independent operation in midwestern market of 25,000. Must be experienced. Commission with starting draw guaranteed. Give all details in first letter, references and photo. Box 793, BROADCASTING.

Progressive radio station in good southern market desires salesman. Salary plus commission. Write Box 771, BROADCASTING.

Need Muzak salesman for northwest virgin territory. City of half million. High remuneration for experienced producer. Box 727, BROADCASTING.

Experienced time salesman for rich Pacific Coast market. 15% commission on all sales. Single preferred. Box 603, BROADCASTING.

Salesman—Opportunity to write two to four thousand monthly at 15%. $400 draw guaranteed for 60 days to experienced mature man minimum age 30, preferably with automobile, in large Michigan market. Box 695, BROADCASTING.

Radio salesman who can be our sales manager. Experienced radio salesman with good record to sell and service accounts. A good station in a good but competitive market. Vacation, life insurance plan, harmonious working conditions. Population 50,000 to 100,000, excellent market in progressive North Carolina city. Good climate, schools, colleges, churches. If you like to sell radio and service accounts, answer today. Many men are looking for the opportunity we offer. Tell all about yourself, education, experience, references. Send photo if available. Salary commensurate with ability. Our employees know about this opening so answer with complete confidence. Box 833, BROADCASTING.

Exceptional sales opportunities for experienced radio time salesmen. 10,000 watt station, soon to increase power to 30 kw, offers hard selling (not high-pressure) time salesmen fine future with aggressive, progressive organization. Salary and commission. For appointment for interview write or wire Joseph R. Fife, Commercial Manager, WPTR, Hotel Ten Eyck, Albany, N. Y.

Help Wanted (Cont'd)

Announcers

Announcer with first class ticket for midwest metropolitan daytimer. Must be good versatile, experienced announcer. $60.00 for 40 hours start. Send disc and announcing background. Box 783, BROADCASTING.

Announcer-engineers, good voices, first class license. Call or write WPOE, Elizabeth, N. J.

Announcer wanted. ABC station in progressive southern city desires announcer who can adlib, read news well and make commercial sparkle. Write Box 770, BROADCASTING.

To meet with its expansion program a solid 5000 watt fulltime Mutual outlet needs two experienced men. One should have announcing and news experience, the other should have announcing and copywriting experience. Send audition disc, references, photograph and full letter of application with statement of experience, salary desired, marital and family status. We want two permanent men content to settle down in a midwest community of 12,500. No floaters, bottlechasers or boy wonders should apply. Real opportunity for right man. We prefer men from this section of country, but will consider any ambitious young men. Pleasant working conditions with young congenial staff. Write Grover Cobb, KVGB, Great Bend, Kansas.

Announcer-salesman by southwestern CBS affiliate with emphasis on selling. Salary $200 month plus liberal commission and bonus. Car allowance. Don't wire. Tell all in letter and send disc. Harold Welsh, KSIL, Silver City, New Mexico.

5,000 watt CBS regional station needs reliable, steady announcer. Emphasis on news, straight commercials, no disc jockeys. Send complete information, including experience, salary expected, references, photo and disc to Mort Cohn, WCHS, Charleston, W. Va.

Immediate opening for combination announcer-engineer. Salary open. Send disc and qualifications to WFLB, Fayetteville, North Carolina.

Experineced announcer with first class license. Write Fred Wamble, WTYS, Marianna, Florida. Full details first letter.

Technical

Engineer—Give full information in first reply. WLEX, Lexington, Kentucky.

Wanted, first phone engineer, experienced or otherwise, willing to train for station breaks in afternoon and supplementary announcing. Good operation, good city, $42.50 base, plus overtime, and regular raises. WWGS, Tifton, Georgia.

Wanted—radio engineer who is also a business man and would like to install and obtain management on percentage of profit basis of FM CP in important market with transit company radio franchise. Interested parties please write to Box 779, BROADCASTING.

Engineer with studio experience in operation and construction. WPIK, Alexandria, Virginia.

Mutual station in small but progressive Georgia market desires engineer-announcer with experience in handling morning shows, also opportunity for selling and enjoying good income. Write Box 772, BROADCASTING.

Combination man—Needed at once. Good announcer, qualified technician with first class ticket. Progressive network affiliate. Send details, disc to Manager, Box 1932, Butte, Montana.

Help Wanted (Cont'd)

Combination engineer-announcer, first class license. Contact John M. Spottswood, Radio Station WKWF, Key West, Florida. Send photo, disc and references.

Wanted: Engineer for WFNC, Fayetteville, North Carolina. AM-FM operation. Wire if interested.

Sales engineers. Leading manufacturer of mobile communications equipment needs licensed men for sales and technical field work. Officer veterans preferred. Good appearance and technical experience with communications equipment is essential. Unlimited opportunity with salary, commission and expenses. Send complete resume to Box 794, BROADCASTING.

Production-Programming, others

Combination man with initiative, talent, to settle in southern town. Local network station with future. Apartment. Good pay. Box 778, BROADCASTING.

Girl with exceptional voice, also able to handle office routine. Call or write WPOE, Elizabeth, N. J.

Need immediately experienced newsman capable editing for local slant and has personality. Send disc, photograph. Berney Burleson, WETB, Johnson City, Tennessee.

News director: Take complete charge of livewire newsroom; placing heavy emphasis on local news. Must be top-flight newscaster with pleasing air personality, thoroughly experienced in compiling and editing local wire news. 5,000 watt midwestern network affiliate. Give full particulars about yourself, attach small photo, and include previous experience and salary expected. Confidential. Box 736, BROADCASTING.

Wanted—Livewire program director. Position now open on progressive NBC affiliate in the Intermountain region. Must have full knowledge of good programming and be a source of new shows. Send full particulars in first letter and include photograph. Box 821, BROADCASTING.

Situations Wanted

Managerial

Six years experience in all phases including managerial and sales. Interested in position and salary commensurate with experience. Married. Box 762, BROADCASTING.

Experienced successful manager available. Came up through the ranks. Know all phases. 32, married, good references, present employer and others. New president of corporation taking over here soon. Don Grantham, WCRA, Effingham, Ill.

First class station manager, now employed, with fourteen years experience in management, sales and programming, desires connection with a good station. Sober and reliable. Box 759, BROADCASTING.

Combination manager - sales manager available February 15. Fourteen years experience, 5 as manager-sales manager, 3 as program director, 6 as announcer, straight play-by-play baseball and football and commentary. Prefer small or medium station in south, Gulf Coast or California. Minimum $6000 on any combination mentioned abilities. Excellent trade references. Box 721, BROADCASTING.

Combination manager and PD for independent or network operation. Box 702, BROADCASTING.

Topnotch stations: 26 year old manager and special events man in 250 watt wants play-by-play sports post or be assistant to TV sports director. Available March 1. Box 757, BROADCASTING.

Currently employed assistant station manager, 250 watter, desires change to north, near city, emphasis announcing, writing, programming. Well grounded in all phases of station operations. Commercial manager. Have held positions of chief announcer, program director. Transcription, sample copy, photo available. State offered salary first letter. Box 749, BROADCASTING.

Situations Wanted (Cont'd)

Sports director, with nine years play-by-play in major sports, commercial news, and wide program production backgound desirous of combination program-sports managership. Family. Available January 15. Box 676, BROADCASTING.

Manager—Successful fifteen year network affiliate record. Thoroughly experienced all departments. Best references. Can be available on short notice. Box 577a, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Successful manager desires change in January. Civic minded, local programming a speciality, announces, outstanding sales and profit record. Radio since 1935. College graduate. 28. Sports and hillbilly station preferred. Box 346, BROADCASTING.

Attention Rocky Mountain station owners. General manager with thorough experience in programming, sales, engineering and administration is looking for permanent place to settle with family. Prefer an established metropolitan. However, will give equal consideration to all others. All correspondence will be treated confidentially. Box 812, BROADCASTING.

Attention: Owners, agencies, networks, metropolitan indie's. In eight years I've climbed from announcer, disc jockey, program director, production manager, assistant manager, also successful free lance account executive of agency. In twelve months programmed a new station in competitive market to 40% Hooper. Know thoroughly sales, program, production, promotion, managerial problems. Highest references. Want move to future unlimited. Beginning salary $8000.00 or comparable. Box 798, BROADCASTING.

Salesmen

Sales executive—Radio and television, last 15 years NBC national network salesman with headquarters New York City. For further information please write Box 756, BROADCASTING.

Available immediately, skilled salesman, able to deliver thru commercial announcing and newscasts. More than 2 years varied experience, from AFRS to 5 kw affiliate, programming, producing, acting, record shows. Audition disc can show you sample of work, flexible enough to change to required conditions. Box 753, BROADCASTING.

Built two stations, got them licked. Aggressive, college educated chief engineer knows he can sell any quality product related to broadcasting. What's yours? Box 823, BROADCASTING.

Announcers

Topnotch announcer—Eight years radio, 4 years in Georgia wishes position with a small station. 28 years, married, excellent adlib, pop and hillbilly plus news. Experienced on any console, all libraries. Disc and photo available. Box 777, BROADCASTING.

Young New Yorker, 2 years experience DJ and staff announcer, seeks job with progressive station eastern seaboard area. Trained at NBC, NY. Production experience WOR, NY. Familiar program direction. Robert Murphy, 236 W. 56th St., New York 19, NY.

Announcer, experienced play-by-play baseball and football. Also news, commercials, man-on-the-street and audience participation. Reply Box 780, BROADCASTING.

Kelton & Waskow versatile combination announcing-writing team. Announcing: commercials, news, music, sports, dramatics, interviews, adlib, dics jockey. Writing: commercials, continuity, dramatic, comedy. Veterans: ambitious, dependable with ideas. Need experience. Contact Waskow, 930 Emerson St., N.W., Washington 11, D. C. Georgia 9146.

Versatile announcer, 23. Sportscasting, newscasting, commercial message, acting while in training at top radio school, Radio City. College graduate. Disc on request. Box 784, BROADCASTING.

Sportscaster, play-by-play all sports, 10 years experience. Both live and wire recreation baseball. Veteran, college, capable disc jockey, news, commercial, MC and adlib. Prefer specialize in sports but will go anywhere, do anything if offer is right. With present employer 2½ years, desirous advancement. Salary plus talent. Kim Shelton, WMOX, Meridian, Miss.

Situations Wanted (Cont'd)

Veteran employed sportscaster desires change. California, Oregon, Washington. Poll winner, High Hooper. Proof of exceptional ability all sports description. Also announcing, news, special events. Credit, character references. Must be permanent. Not floater. Legitimate reasons for change. Available for interview. Box 775, BROADCASTING.

Mail pull and hillbilly group MC available. Ten years experience. Best references. Phone Indianapolis, Wabash 9113 or write Box 773, BROADCASTING.

Baseball announcer. Wire and live. Veteran, 24, single, college. Some experience. Consider all offers. Box 769, BROADCASTING.

Top calibre hillbilly disc jockey and all-round top announcer. Mail and audience puller can make money for you. Family man, 30, sober, dependable, plenty experience. Box 758, BROADCASTING.

Two announcers anxious to prove ability with small station. Professionally trained. AFRS experience. Same station desired, but not required, work well as writer-announcer team. Box 704, BROADCASTING.

Experienced announcer, single, good worker, wants position southern station. Box 707, BROADCASTING.

Sportscaster — Wants station handling professional baseball play-by-play. Single. College degree. Available on notice or in Spring. Box 712, BROADCASTING.

Sportscaster. Fully experienced all play-by-play, baseball, football, basketball, etc. Employed large metropolitan center with top following. Produce, direct sports shows. Available for 1949 baseball season. Base pay, talent discussed. High personal, professional references. Box 719, BROADCASTING.

Combination announcer-engineer, accent on announcing. First class phone, BEE Degree. Experience, three years' announcing, six months' operating. Specialties, sports, disc jockey work. Young, single. Will travel, but prefer midwest. Disc, photo on request. Box 743, BROADCASTING.

Experienced announcer, news, disc jockey. Sell, write. Plenty of ideas. Box 1011, Twin Falls, Idaho.

Announcer: 2 years experience in all phases of staff work. Operate board. Veteran, married. East preferred. Box 788, BROADCASTING.

Experienced news - announcer wants position with progressive station near Chicago. Presently employed. Good knowledge, correlation and delivery of popular and classical music. Conscientious. Can operate own controls. For disc or personal interview write Matt Alben, 236 N. Fifth Street, Steubenville, Ohio.

Sportscaster—Build a large sports following with a proven sportscaster. Accurate, exciting, play-by-play the year-round. Make your nightly sports review an attractive radio must. Call B. E. 2-5994 NYC, or write Box 761, BROADCASTING.

Announcer — Experienced. Presently employed NY network affiliate. Console, news, commercials, disc jockey. Single. Northeastern stations only. Disc on request. Box 764, BROADCASTING.

Announcer, young, single veteran. Experienced. Prefer midwest, but will travel. Photo and disc. Box 747, BROADCASTING.

Newsman-announcer, fully experienced, mature, sober, versatile. Seven years news background. Intelligent rewrite. Seeking permanency and good working conditions. Ross Edwards, Hotel Curtis, Cincinnati, Ohio.

Announcer, sports, all phases, 1 year experience play-by-play all sports. Personal interview New York, Chicago vicinity. Disc all others. Ed Silver, 4342 Drexel Blvd., Chicago 15, Ill.

Experienced woman announcer, operator, writer would like foreign radio opportunity. Hawaii, Europe and points east or west. Box 768, BROADCASTING.

Good newscaster—Available on fortnight's notice. 32, single, sober, presentable, experienced newsman seeks New England job. Disc, photograph and good unsolicited references gladly furnished. Box 599, BROADCASTING.

Experienced announcer, married, wants position in progressive station. Box 696, BROADCASTING.

Experienced young announcer, presently employed, wishes opportunity with progressive station. References. Will travel. Box 831, BROADCASTING.

Announcer, 25, one year experience, 1000 watt station looking for permanent position. Will travel. Box 830, BROADCASTING.

Announcer—Now employed, four years' experience, graduate University of North Carolina, married, pre-war English instructor, permanent position with future. South only. Box 828, BROADCASTING.

Announcer—Young, ambitious. Musical and radio experience. Willing to travel anywhere for right position. Have disc. Don Keating, 2419 St. Paul Blvd., Rochester 5, New York.

Staff announcer experienced sports play-by-play prefer east, midwest. Box 835, BROADCASTING.

Newscaster. Ability to double as program director or assistant manager. Seven years experience. Midwest only. Box 825, BROADCASTING.

Announcer, news editor, fully experienced. Versatile, solid, intelligent rewrite. Seeking permanency. Hank Williams, 3128 Eastwood Ave., Chicago, Irving 8-1681.

Capable announcer, experienced all phases. John Dalton, 4953 Whipple St., Chicago, Illinois. Phone Irving 8-7763.

Announcer desires permanent position. Two years experience. Bob Stanley, 4838 Sacramento, Chicago 25, Illinois. Phone Juniper 8-5744.

Newscaster-announcer. Single, 23, recent graduate state university, radio degree. Announce, news, dee-jay, run panel. Prefer Ohio or Western Pennsylvania opening. Short experience. Will work first month free for experience, if living wage guaranteed thereafter. Box 500, Strongsville, Ohio.

Sports announcer. Outstanding Hooper sportscast, play-by-play, nine years. Box 819, BROADCASTING.

Announcer—Want a staff announcer? Young, radio school graduate, good voice. Go anywhere, salary no object. Good news man, adlib, special events. Photo, disc on request. Box 818, BROADCASTING.

Girl newscaster, vibrant clear voice, experienced dramatic shows wants staff position. Prefer Texas. Box 817, BROADCASTING.

All night disc jockey desires deejay-emcee-interview or programming position. Four years experience including announcing, news and acting. Available now. Box 816, BROADCASTING.

Staff announcer currently employed one kw, central New York regional station, desires change. Minimum fifty dollars. Box 815, BROADCASTING.

Announcer, 25, capable all-round staff man, experienced, middlewest preferred. Box 814, BROADCASTING.

Hillbilly disc jockey, knows business, musical background, selling style, 2 years experience. Desires job in large, progressive station. Presently employed. Box 813, BROADCASTING.

Whoa! Right here! I'm your man. Absolutely tops in sports, news, commercials and special shows. Am presently employed with network affiliate. Believe me sir, I got it. Box 811, BROADCASTING.

Newsman, University of Wisconsin journalism graduate, 24, married. Reporting experience. Box 808, BROADCASTING.

Eight year disc jockey seeking permanent show with station in big city which wants a saleable rating. Box 804, BROADCASTING.

Announcer, 23, would like to work with a young, up and coming station. Two years college, some announcing experience. Prefer east or south. Box 803, BROADCASTING.

Announcer, single, vet, 23, college background in journalism. Some announcing experience, lively news delivery. East only. Box 799, BSOAD-CASTING.

Radio announcer, six months experience. 250 w SE indie. Graduate Columbia College of Radio, 24, single, references. Don Devitte, 1911 E. 74, Chicago. Fairfax 4-1628.

Announcer, young, hard working. Nine months experience. Can make up for shortcomings in experience by willingness to attempt anything that comes my way. Have play-by-play experience and can handle baseball and football broadcasting if necessary. Prefer sports, but will take staff job. Bill Gardner, 5506 Kenwood, Chicago.

Do I hear a bid for an all-round good man? Deep, resonant voice. Experienced small station, desires larger market. Can write copy. Will travel. Joe Greco, 2643 S. Trumbull, Chicago. Bishop 7-8247.

Announcer—3 years experience college and small stations. Married. Seeks position larger station. Play-by-play sports, control op. Box 841, BROADCASTING.

I'm employed in the south, but would prefer change to cold, cold north. Experience in all typs of announcing. Young and versatile. Disc and particulars on request. Box 840, BROADCASTING.

Experienced announcer, 24, two years commercial radio, college graduate. Presently employed as special events and news director. Experienced all phases of staff work. Heavy on news, disc work and special events. Box 839, BROADCASTING.

Announcer—Experienced in all phases of radio. Specialty, sports. Desires position in east or New England, with opportunity. Disc and photo upon request. Write or wire Stan Kotel, 416 Fort Washington Ave., New York, N. Y.

Technical

First phone — Engineer, veteran, 28, married. Some experience. Midwest preferred, available immediately. Earl Davis, 1004 Mill St., Henderson, Kentucky.

1st phone, transmitter and console experience fourteen months, age 28, have car. Sober, conscientious, will travel. Box 765, BROADCASTING.

Engineer-announcer, first phone, 12 years experience construction operation, console, copy. Interested Texas or southwest. Box 786, BROADCASTING.

BS Television Engineering. First class ticket. Three years experience on high power transmitters. Trained in operation and maintenance of RCA image orthicon, Dumont equipment and microwave technique. Age 28. Married. Desires position in broadcast or television station or development work. Paul M. Jenkins, 629 Ferry Street, London, Tennessee.

Chief engineer BS EE. Assume full responsibility for engineering department. Married. Require housing. Box 782, BROADCASTING.

Chief engineer, IRE man, extensive experience in supervision and operation of all phases of broadcast and communications engineering. Can organize and install new station, any size or type. Prefer 5 to 50 kw operation or chain of stations, but any class welcomed provided it is a progressive, well-equipped station. Best references. I. Q. 153. Available now, but could wait for CP, etc., if necessary. Please, all details in first letter including rough estimate of present and/or contemplated equipment valuation, also proposed salary. All inquiries answered and held confidential. Box 760, BROADCASTING.

Engineer, first phone, married veteran, 26. Four years radio and electronics experience, 20 months broadcasting. Desires location in southwest. Box 748, BROADCASTING.

Chief engineer, presently employed, desires change to progressive metropolitan station. Twenty years engineering experience includes all phases AM, FM and directional antenna installation, operation, and maintenance. Box 792, BROADCASTING.

Engineer, first phone, experienced combination announcer-operator. Will consider any reasonable offer. Box 751, BROADCASTING.

Engineer desires transmitter operating job, no bad habits. Experienced, reliable. Box 457, BROADCASTING.

Broadcast engineer, married, veteran. Experienced all phases. Chief engineer major network stations. AM-FM directional experience. Desire position in east. All offers considered and answered. Box 796, BROADCASTING.

Constructing? Chief engineer with ten years background. Been through it twice, know all your problems. References. Box 814, BROADCASTING.

Engineer position west, by first phone vet, married. No experience broadcasting, but graduate good technical school and willing to learn. Box 827, BROADCASTING.

Combination engineer-announcer would like job with network affiliate. Experienced. Married. Available immediately. Good references. Cleon Le-Mont, 3737 16th Ave. S., Minneapolis, Minnesota.

Engineer, 1st class, experienced, studio and remote work preferred, midwest only. Skippy, 3326 Lincoln, Chicago, Illinois.

Thoroughly experienced engineer available soon for either chief's job or operating in a large station. Box 809, BROADCASTING.

Veteran with first phone desirous position with future in broadcast station. Have xmtr. experience, can also do part-time announcing. Two years instructing experience. Box 802, BROADCASTING.

Engineer, age 22, single. Transmitter, studio and remote experience with 250 watt station. Desire position with no announcing in midwest station. Have car. Box 800, BROADCASTING.

Production-Programming, others

If a fella needs a gal who can write, conduct all types of programs, announce and operate board, here she is. Experienced, enthusiastic, available. Box 767, BROADCASTING.

Young man, 23. Former prop coordinator and stage manager for radio-television vaudeville audience participation show. Seeks production position in radio or television. Will travel. Box 755, BROADCASTING.

Radio personality that has attracted large followings in the midwest and east. This personality has been endorsed by famous names in network radio. Full data and disc will be sent upon request. 3 years experience. Box 710, BROADCASTING.

Six years experience in all phases, interested in position as program director and news announcer in small market. Married. $75.00 a week minimum. Box 763, BROADCASTING.

Program director — Experience, highly successful record, reputedly pleasing personality, ability to handle personnel, looking for a real opportunity for professional and financial advancement. Can program for sales, build listening audience. Top quality anouncing voice, news, remotes, record shows, own singing show. Minimum salary requirements $400 per month. Details, references, disc on request. Box 787, BROADCASTING.

Sports, news, farm or what have you. 2 years experience. Ambitious, energetic, hard work hasn't killed me. 16 months on 1000 watt independent. Desire net affiliate in 200 mile radius of Chicago. Personal interview preferred. Available now. Box 776, BROADCASTING.

News editor, commentator, public relations. Distinctive voice. High Hooper rating. Newspaper background. 7 years radio, 250 to 50,000 watts. Will prove asset to any station appreciating proper news coverage and presentation. Box 714, BROADCASTING.

Experienced woman's program director, copywriter, music director, announcer-operator, disc jockey desires opportunity in New York-Jersey area. Box 766, BROADCASTING.

Women's activities director, commentary and continuity. 5 kw radio, magazine, newspaper background. $60 minimum. Box 826, BROADCASTING.

Continuity - writer. Single, reliable, hardworking. Modest requirements. Have 32½ synonyms "gorgeous." Go anywhere. Box 797, BROADCASTING.

(Continued on next page)

Situations Wanted (Cont'd)

Woman's director—continuity editor. Experienced. Creator of shows and copy that have built following for leading independent in area. Young. Excellent voice and air personality. Videogenic. Wants larger opportunity. Prefer vicinity of Washington, D. C. Salary $65.00. Box 834, BROADCASTING.

Staffer and DJ presently employed at top 50 kw located in major eastern market desires opportunity in television. Young, single, college graduate stage experience, dependable. Proven ability and results backed up with the finest references. Box 801, BROADCASTING.

Will invest $5.000 CP or progressive going operation. Active participation. Program director-announcer, 6 years experience. Well recommended. Box 806, BROADCASTING.

Musical director, 1st class ticket, good announcer. Experience: network, recording, major symphony, dance, writing. Accomplished violinist. Available May 1. Want position utilizing any or all talents, minimum $100.00 week. Age 32, W9HUN, 2505 Greenwood, Wilmette, Illinois.

Two top commercial and news men heading west. Interested in Denver or Los Angeles and vicinity. State salary. Box 822, BROADCASTING.

Program director available February 1. 14 years in radio, seven as PD, net and independent, capable directing and doubling announcing, traffic, continuity, promotion. 6 years play-by-play and wire baseball, football, commentary. Speciality, creating saleable low cost shows. Know how to work with and get results program staff. $100 weekly. Minimum plus talent. Box 722, BROADCASTING.

After twenty odd years in the radio-motion picture producing and TV business, wooed and won away from work by an eastern advertising agency. The pace is too slow, can't get into the agency routine. Want to get out of the plush lined office of a VP in charge of television and radio and get to work. Bull sessions, two hours for lunch, three afternoons of golf weekly are out. If your price is right, can and will deliver the top grade of know-how and work to make your TV, AM and FM operations pay off. Married with family. College graduate, present emphasis on TV. Doing two shows weekly, produced and directed four motion films in 1948. Details and interview at your convenience. Box 726, BROADCASTING.

Newsman wants to locate southwest. Associated Press radio experience. Missouri University graduate. Box 730, BROADCASTING.

If you're play-by-playing beaucoup organized baseball, here's an employed, experienced sports editor, copywriter, announcer. Detailed writing, casting knowledge all sports. Box 754, BROADCASTING.

News director, 28, newspaper journeyman, versatile writer, sound and am well informed. Leaving station for legitimate reasons. Prefer New York area. Box 750, Broadcasting.

School

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Employment Service

Station managers — We can furnish trained personnel for all types of radio work. Prompt service from our convenient central location. Tell us your needs. Wilson Employment Service, Union Commerce Building, Cleveland, Ohio.

For Sale

Station

Radio station regional daytime exclusively serving New England community of 60,000 profitable, $35,000 cash. Box 791, BROADCASTING.

For Sale (Cont'd)

Equipment

New latest model FM transmitter 10 kw complete with frequency and modulation monitor plus 6 bay antenna. 500 ft. of 3⅛ coaxial line with fitting. One Truscon 380 ft. tower. Write Chief Engineer, WMAW, 723 N. 3rd St., Milwaukee, Wisconsin.

New Presto 6N recorder in 1B case with slightly used 87B amplifier. Both for $650. 713 Cascade Bldg., Portland, Oregon.

FM antenna, 6-ring Collins type 37M. Factory assembled, complete with deicing heaters and clamps to mount of Lingo pole. $1500, FOB, Peoria, Illinois. WIRL.

FM transmitter 250W RCA type BT-250A. In excellent condition and perfect in appearance. Used only seven months, WPIK, Alexandria, Virginia.

1000 watt transmitter, RCA type 1K. In excellent condition and perfect in appearance. Includes two sets of tubes, an assortment of spare parts and a separate cabinet rack for monitors. Price reasonable. Will arrange for crating and shipping. Write or phone Talbott, KROD, El Paso, Texas.

250 watt Temco transmitter, model 250 GSC, modified by Kluge Radio Co. Two years old, in excellent operating condition, $1200. Write Radio Station KAMD, Camden, Arkansas.

Magnecorder wire recorder, model SD-1, frequency response within 2 DB from 50 to 10,000 cycles. 32 minute playback time. Now being used to record and playback network programs. 600 ohms balanced input and output. Twelve full and several short spools of wire, spare belt and instruction book included. WTAG, Worcester 1, Mass.

2 latest design RMC arms, equalizers and 3 lateral, 1 Universal RMC heads. Make offer. Box 774, BROADCASTING.

Western Electric, 443-A-1, 1 kw transmitter now available. Good condition. Spare power transformer. Direct inquiries to Albert Johnson, KOY, Phoenix, Arizona.

Complete A3 tower lighting equipment including Crouse Hinds flasher beacon and flasher, $375.00. WGCM, Gulfport, Mississippi.

Complete Presto Y3 disc recorder. Excellent condition. Only slightly used with six sapphire stylus, $525 delivered. Box 807, BROADCASTING.

Sacrifice complete equipment of transcription studio including recorders and vacuum systems, recording and monitor amplifiers, mixing console, transcription turntables, microphones, booms, speakers, tape recorder, and all supplies —sell separately or as a lot. Write for list and full information. Box 832, BROADCASTING.

Practically new portable 540 type Fairchild recording amplifier complete with equalizer. 539 type recorder with improved 542 PL pick up cartridges. One high fidelity dynamic Fairchild cutter head, complete with two carrying cases —one for amplifier and one for recorder, 30% off list price. Box 854, BROADCASTING.

Available for immediate delivery 3 each Blaw-Knox towers, type SGN. Height 400 feet. Brand new. Galvanized, complete with insulators and lighting equipment. Properly warehoused. Intended for AM series fed, but may be used to support FM or TV antennae if proportionately shortened. Reasonably priced. Box 855, BROADCASTING.

Wanted to Buy

Wanted to buy—FM receivers for automobile use. Ted Williams, WRSW, Warsaw, Indiana.

Wanted to buy: Electronics engineer managerial experience interested in buying controlling or complete interest 1kw or smaller station. Box 752, BROADCASTING.

Miscellaneous

For personnel—for jobs. National Radio Employment Agency, 6636 Hollywood Blvd., Hollywood, California.

Help Wanted

Managerial

WANTED

Manager to operate a radio station and to invest $15,000.00, which will buy 33 1/3% of issued preferred stock earning 6% dividends cumulative. Manager will receive 40% of the profits.

Construction practically completed. Daytime assignment. 1000 watts in the middle of the dial. No other station covering complete market. Absentee ownership of remainder of stock. This affords an excellent opportunity for your own business.

Write full particulars and refences in first letter. Matter will be kept confidential.

BOX 837,
BROADCASTING

Salesmen

OPENING FOR
RADIO TIME SALESMAN
IN MAJOR SOUTHERN MARKET

Sales ability and initiative to produce radio times sales in competitive market. Must have at least three years successful experience in radio advertising. Excellent opportunity and future for the person who can qualify. Send personal history, present and past employment, records and other qualifications. Confidential. Prompt reply. Box 790, BROADCASTING.

WANTED
A Station Relations Representative

To travel extensively throughout the United States for leading New York transcription firm. This gentleman who owns his own car must be sales, radio and music conscious.

Your salary is regular and is not based on commission and while you are on the road your expense account will be guaranteed. There is an immediate opening for the right gentleman and we'd like him to submit a complete letter of application with salary desired.

BOX 838,
BROADCASTING

School

The SCHOOL of RADIO TECHNIQUE

● NEW YORK ●
HOLLYWOOD ● CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire!

Send for free Booklet B.
Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

Miscellaneous

RADIO BROADCAST STATIONS

BUYERS! SELLERS!
List With Us

Prompt Confidential Service

NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

WROK's DIXON
Contributes to Speech Book

HOW TO SPEAK—Here, There, and On the Air. By John Dixon. 256 pp. New York: Abingdon-Cokesbury Press. $2.75.

"A PRACTICAL manual for all public speakers" is the description given by the publisher of Mr. Dixon's new book, released Jan. 10. A veteran in the teaching of public speaking and administration in the educational field, the author shows step by step how vague and incoherent ideas can be sharply defined and fitted into their proper sequence and discusses other factors that contribute to an effective public address.

Chapter IX, "When You Speak on the Air," was written by Mr. Dixon's son, John J. Dixon, commercial manager of WROK Rockford, Ill. This chapter is divided into sections: "Modern Methods," "Be Yourself," "Watch the Details," "Voice Appeal" and "Writing Your Script." In conclusion the younger Mr. Dixon lists six "Things to Remember When Speaking on the Air" and four "Things to Remember When Writing Your Radio Speech."

ROBERT J. McANDREWS, promotion manager, Hollywood office, Young & Rubicam, has been appointed Hollywood contact for Los Angeles Chamber of Commerce "Business Outlook for 1949" conference at Ambassador Hotel, that city, Jan. 20.

For Sale

Station

FOR SALE—
LOCAL NETWORK STATION

Small north-midwest town. No competition. Complete area dominance. Excellent technical position. Well established in community. Complete new large plant. Price for 100% of stock, $175,000. Low ratio price to profits. Principals only.

Write Box 853,
BROADCASTING

Equipment

FOR SALE

Construction Permit, low frequency, 1000 watts, daytime, located in east. All construction about 90% complete. All equipment on hand. Ultra modern studios and transmitter located in one building on country estate, beautifully landscaped. Ultra modern sales offices in city. Purchase price equity only. Excellent possibilities.

BOX 836, BROADCASTING

Gates limiter, type 28-CO-factory reconditioned, $175.00. Two WE 109-A reproducer groups, new filters, one extra 109-B head, $325.00. Two Presto 10-A turntables $225.00. One Presto turntable cabinet, new, 109-A armrest $100.00. One uniform cross section guyed tower 175 ft. with guys and guy insulators, but less lights and base insulator, best offer.

Radio Station WRHI,
Rock Hill, S. C.

LATE LISTENING

The Pulse Reports on N. Y.

RADIO listening increases at midnight over the previous hour and listening at home accounts for 89.5% of all post-midnight tuners-in, according to a special survey conducted for WNEW New York by The Pulse Inc., in November 1948, in ten counties in Metropolitan New York.

Pulse studies showed that 39.3% of homes listen to the radio after midnight once a week. *The Milkman's Matinee* with Art Ford on WNEW drew top preference. In a single week, 21.6% of all homes and 55% of once-a-week listeners heard the show at least one time weekly.

Sets-in-use at midnight were 16.3 for the period, The Pulse reported. For the hour before, the average was 12.0, falling to 7.4 at 11:45 p.m. and then bouncing back after the midnight hour. Sets-in-use figures for other post-midnight hours: 12 a.m., 5.7; 2-3 a.m., 1-9; 3-4 a.m., 0.8; 4-5 a.m., 0.7, and 5-6 a.m., 0.5.

The post-midnight audience, the survey showed, averaged 176 listeners in 100 average listening homes. Most such listeners are young, 65.6% being under 40. The largest age group is between 30-39, comprising 36.5% of the listeners. The 20-29 year group comprises 22.8% of the audience while the 40-49 category makes up 26%. In contrast with the usual predominance of women in radio audiences, more than half—55.7%—of the post-midnight listeners are men.

The survey was made by home interviews of 2,000 radio families at the dinner hour.

KBUR-FM Ups Power

KBUR-FM Burlington, Iowa, on the air since last July on Channel 225 (92.9 mc), was scheduled to begin operating with increased power, 53 kw, last Saturday. The station and its AM affiliate, KBUR, 250 w ABC outlet on 1490 kc, are owned and operated by the Burlington Broadcasting Co. Gerard B. McDermott is general manager.

Allied Arts

GEORGE E. BLECHTA, Nielsen Radio Index, New York, account executive, has been elected a vice president. He has been with Nielsen Co. since 1936, and has been identified with the index operation in New York for six years. **WILLIAM S. AHRBECK** of the NRI eastern sales division has also been elected a vice president.

TERRY P. CUNNINGHAM has been appointed director of advertising and sales promotion for Sylvania Electric Products, New York. He will direct advertising and sales promotion for Lighting Fixture, Lamp, Radio Tube and Electronics Division and Wabash Corp., Sylvania subsidiary. Mr. Cunningham joined Sylvania in 1942.

Mr. Cunningham

W. C. JOHNSON has been appointed to fill new post of vice president in charge of sales at Admiral Corp., Chicago. He has served as general sales manager, Midwest regional sales manager and director of field activities since joining Admiral in 1944.

JOHN FULTON, formerly of KTLA (TV) Hollywood programming department, joins radio-television section of William Morris Agency, Beverly Hills, Calif.

ROBERT E. MOE has been appointed division engineer for electronic receiving tube product line of General Electric Co.'s Tube Division, Syracuse, N. Y.

WARREN C. WRIGHT, former U. S. Navy publicist, has joined James J. McGuinn & Assoc., Chicago public relations firm, as account executive.

ROBERT BURTON, resident counsel and vice president in charge of publisher relations of Broadcast Music Inc., will be instructor of new course in copyright practices in spring term of New York City College School of Business.

MURRAY FEIL, associated with William Morris Agency, Beverly Hills, Calif., for past 18 years, resigned Jan. 15 to open his offices in personal management in same area.

NORTH AMERICAN PHILIPS Co., New York, has distributed a booklet describing the history and activities of its work in manufacturing electronic equipment.

JOSEPH P. WIEGERS and **WARREN GERZ,** publicists, have opened public relations office at 52 Vanderbilt Ave., New York.

BROADWAY-EDISON TECHNICAL SCHOOL, Seattle, a unit of Seattle public school system, has inaugurated classes in radio and television speaking in cooperation with local radio stations.

WELK & POLZINE, personnel counselling service, has been formed by GENE WELK and POLLY POLZINE at 509 5th Ave., New York. Miss Polzine was formerly with Foote, Cone & Belding, New York, and Mr. Welk was assistant to publisher of *Tide* magazine.

Equipment

RADIO Corp. of America, Tube Dept., Harrison, N. J., has announced distribution of a "miniature test-point adapter," which permits radio servicemen to make tube base tests on the tube side of radio chassis, without removal of chassis.

Television

HERBERT BAYARD SWOPE Jr., formerly chief remote director of CBS television, has formed his own television producing firm, with headquarters at 745 5th Ave., New York.

DUDLEY D. EARLE has been elected vice president in charge of sales for Television Features Inc., New York. **PAUL MARQUEZ** has been appointed vice president in charge of production for the company.

ARNOLD MARQUIS, head of Arnold Marquis Productions, named dean of Maren Elwood School of Radio & Television, Hollywood.

DAVID SIEVERS, radio producer, has joined live television department of Larry Finley Productions, Hollywood, as head of a production unit.

LEE GREEN, owner of Hollywood commercial photography studio, and publicity photographer for ABC Hollywood, has formed Caravan Productions Inc., to make commercial films for television. Offices will be at his present studio at 1103 El Centro Ave. Associated with him are **DICK CUNHA, JAMES TERRY** and **WILLIAM TILLISCH.**

Reed Chapman

REED CHAPMAN, 50, newscaster of CKWX Vancouver, died at Vancouver on Jan. 4, after suffering for a long time from arthritis. He had been in radio since 1933, prior to which he had had a career in Hollywood.

Controlling Interest In Midwest Regional

Fulltime regional facility located in an excellent and growing midwest market. Will sell controlling interest to qualified individual or group capable of assuming management.

This is an outstanding opportunity to acquire a majority ownership at an unusually low price. Down payment as low as $25,000 to right party. Quick action necessary.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	DALLAS	SAN FRANCISCO
James W. Blackburn	Philip D. Jackson	Ray V. Hamilton
Washington Bldg.	Tower Petroleum Bldg.	Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

A PAYING PROPOSITION

KLZ DENVER

Ask the Katz Agency

CBS 560 kc.

TESTED... PROVED SUCCESS

the "GREATEST of the GREAT"!

...WILL MAKE MONEY FOR YOU

Sponsor or prospect . . . here is a dynamic show that will work. It's proved its punch on a gamut of products from A to Z. A Terrific Sports Program . . . 5 minutes . . . 5 times a week.

Famed Jack McLean, "The Man About Sports" at his dynamic best.

The "Greatest of the Great" is a proved money maker for others, will pay out for you.

Send for Audition disc and low rates for your station.

SEND FOR FREE TRIAL

THE NATIONAL RESEARCH BUREAU, INC.
NATIONAL RESEARCH BUILDING, Dept. 117
CHICAGO 10, ILLINOIS.

Please send me without obligation Free Audition platter and low rates. On the "Greatest of the Great."

Name.....
Address.....
City..... State.....
Station.....

Promotion

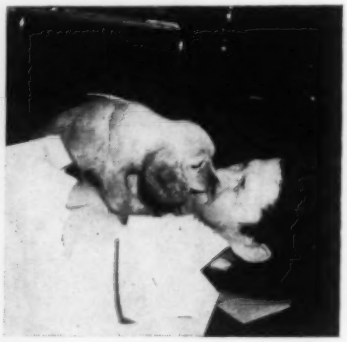
WHCU Ithaca, N. Y., has slated its third annual "Operation Polio" promotion for the March of Dimes, to begin on Jan. 28. On that day ambulant patients and a few alumni of the Ithaca Reconstruction Home take over WHCU and WHCU-FM for a full day's broadcasting. Some 30 patients at the home will take over the station from 7:30 a.m. to 6:15 p.m., and serve as its staff. These "staffers" will make no appeals for money on the air; they will perform just like professional radio people, demonstrating, by their efforts what those "marching dimes" can do toward reconstructing bodies twisted by polio.

Are You Hungry?

RESTAURANT booklet is newest promotion piece of WCBS New York. Compiled from local restaurants recommended by Bill Leonard on his *Restaurant of the Week* feature on WCBS, the booklet classifies a selected list of 100 places to eat according to menu type, such as: American, French, Italian, Chinese, etc. Listings also include price information.

'The Berlin Story'

BRIGHTLY-COLORED maps of Germany, with the four sectors heavily outlined, were mailed nationally by ABC as a prelude to its broadcast of *The Berlin Story* documentary Jan. 10. The 8-9 p.m. CST show stressed the role Germany has played in Russian-American relations, first as the common enemy in World War II, and also as the subject of a "Cold War." Robert Saudek, vice president, in sending the maps, requested recipients to refer to them as they listened to the program.



JUST for publicity, Don Bell of KRNT Des Moines, had to lie on the floor, covered with mail and receive a "gooey" kiss from a small puppy. Mail was the 7,200 entries in Mr. Bell's "Name-the-Puppy" contest. Winner got a $300 electric range, a copy of this photo—and the puppy.

'Uncle Bruce's Nursery'

HAPPY are Cleveland mothers who want to shop on Saturday morning, and don't have to have the children tag along. Fifty-two youngsters, all WJW Cleveland can handle, have their own private "picnic" at the studio's "Uncle Bruce's Nursery." From 9 a.m. until 12 noon they play, get fed and raise Cain with station procedure. Between 9 and 10 a.m. they "scramble" through a radio show. A registered nurse and Girl Scouts safeguard the children, but to date WJW itself has no such special caretakers.

Imaginary at That

THREE $1 investments pulled over 111,000 letters from five Pacific Northwest states, three Canadian provinces and Alaska—and they were mythical dollars, according to KIRO Seattle. Mail pull was result of three contests on station's *Pass the Buck* program. Jack Douglas, m.c., hid an imaginary dollar bill, and then gave one clue each night as to where it could be found. After ten clues listeners were asked to send in guesses. Result was 29,000 letters before first winner was found; the second hiding place, U. of Glasgow, Scotland, evoked 49,000 and the third about 33,000. All for an imaginary $1 bill.

Television Courses

TWIN CITY Television Lab, Minneapolis, has distributed an informative folder on the courses which it offers in television training. Folder contains information courses offered in every phase of TV, list of teachers and staff, type of curriculum and requirements, and pictures illustrating the work which is done.

PERSONNEL

CHARLES SPENCE, promotion manager of Oakland, Calif. *Post-Inquirer*, has been appointed KTTV (TV) Hollywood sales and program promotion manager.

TOM STEWART, formerly of station production staff, has been appointed publicity and promotion director for WSM Nashville, Tenn. Prior to joining WSM he was with advertising agency and previously did newspaper work, and served with other radio stations.

Mr. Stewart

WALTER V. BENNETT Jr., former reporter for the White Plains, N. Y., *Reporter Dispatch*, has joined publicity staff of WOR New York.

VIRGINIA NOWELL has been appointed to publicity post at WCOP and WCOP-FM Boston. She replaces **CAROLINE HARRISON**, who resigned to become special assistant to Bradford Washburn, director of Boston Museum of Science.

HANLON'S PET
Duck Promotes WGN Shows

WHEN Jim Hanlon, public relations director of WGN Chicago, won a white duck at a church picnic last summer, little did he think that the pet might become a "personality" like Disney's Donald. Yet that is what Chicagoans were saying Dec. 29 after viewing "Sir Francis Drake" on the *Little Bordy* show on WGN-TV.

Sir Francis was pressed into service when Mr. Hanlon got the idea he might help promote the Harold Teen disc jockey program *Swinging at the Sugar Bowl.* In the show, a take-off of the Harold Teen comic strip, a sound effects man does the quacking for Sir Francis.

Gloria Workmaster, WGN publicity assistant, designed a complete outfit for Sir Francis, so Mr. Hanlon decided to send his duck around the country publicizing *Swinging at the Sugar Bowl.* Within a few days he was on a plane for Miami, where he was feted for several days. While there he found time to visit the beach in a striped jersey bathing suit. His appearance on the *Little Bordy* show heralded his return to Chicago.

LORAN
Cross Conference Chairman

PRESIDENT TRUMAN has approved the appointment of John S. Cross, assistant chief, Telecommunications Division, Dept. of State, as chairman of the U. S. delegation to the Special Administrative Conference on Long Range Radio Navigation Aids (Loran). Marvin A. Price, radio engineer, Federal Communications Commission, is also a member of the delegation.

The conference, which opens in Geneva today (Jan. 17), will try to minimize interference from Loran transmissions to other services operating in same or adjacent frequency bands. International Telecommunications Union called the meeting at the request of countries interested in radio navigation suitable for the Northeast Atlantic area.

Eric Aylen

ERIC AYLEN, 43, manager of CJAT Trail, B. C., died on Dec. 27 from a heart attack. He started with CJAT in 1932, as an engineer. He is survived by his wife and one son.

Mr. H. H. Kynett
Aitken Kynett Co.
Philadelphia, Pa.

Dear H. H.

People round 'n' bout Charleston, West Virginia sure wuz sur-prized when they turned on th' 580 CLUB Monday mornin'. same ole' name—BUT a diferent an' new MISS 580 —a new theme soang, new format, a new everything . . . Th' new MISS 580 is Jane Ruoss. Sam Poland is still th' 'nouncer. You kin bet more an' more o' them people is a-goin' t' listen' to them 5000 watts at 580 once-t they git word o' th' new 580 CLUB. 'an with WCHS promotion bein' what it is. don't see how they kin' help but git word o' it.

Yrs,

Algy.

WCHS
Charleston, W. Va.

1 GETS YOU FOUR ON WBNX

It takes four — the four audiences guaranteed by WBNX—English, Yiddish, German, Italian—to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of all listeners . . . reaches all the people you want to sell in this multi-language area.

WBNX
50,000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

FCC Actions

(Continued from page 62)

January 12 Applications . . .

ACCEPTED FOR FILING

Transfer of Control

WMEX Boston—Transfer of control from John E. Reilly, Charles A. Coughlin, George Kaplan, Fred Randazzo to Alfred J. Pote, William S. Pote and Antoinette Iovanna AMENDED re stockholders.

WLBG Laurens, S. C.—Relinquishment of control from J. C. Todd to John Wells Todd.

Assignment of License

WKIN Kittanning, Pa.—Assignment of license from Julian Louis Liebman to WKIN Inc.

Assignment of CP

KTXN Austin, Tex.—Assignment of CP from Thomas G. Harris, individually and as trustee for Coleman Gay, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, Spencer J. Scott and Hardy C. Harvey to Radio KTXN Inc.

License Renewal

WPTZ Philadelphia—License renewal TV station.

TENDERED FOR FILING

Assignment of License

WSON-AM-FM Henderson, Ky.—Assignment of license from Henderson Bcstg. Co. Inc. to H. S. Lackey d/b as Henderson Bcstg. Co.

January 13 Decisions . . .

BY THE COMMISSION

Transfer of Control

WRRN WRRN-FM Warren, Ohio—On Commission's own motion, rescinded and set aside its action of Jan. 7 designating for hearing application for consent to transfer of control; granted without hearing said application for transfer of control of Nied & Stevens Inc., licensees of WRRN and permittee of WRRN-FM, by sale of 100% of outstanding stock by Nied & Stevens to Tribune Co. for $300,000.

January 13 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

Aiken-Augusta Bcstg. Co., Aiken, S. C.—CP new AM station 850 kc 1 kw D AMENDED to change frequency requested to 910 kc, and make changes in officers, directors and stockholders.

Assignment of License

WEGO Concord, N.C.—Assignment of license from Wayne M. Nelson to the Concord Tribune Inc.

WGTC Greenville, N.C.—Assignment of license from J. J. White tr/as Greenville Bcstg. Co. to Carolina Bcstg. System Inc.

Modification of License

KLTI Longview, Tex.—Mod. license to change main studio site from Mobberly Highway Extension on Highway 149 to 2120 Mobberly St.

Modification of CP

KNAK Salt Lake City—Mod. CP change frequency, increase power etc. for extension of completion date.

License Renewal

License renewal applications were filed by AM stations KTRF Thief River Falls, Minn., and WHTB Talladega, Ala.

Retired to Files

License renewal applications of following AM stations were retired by FCC to files: KAKE Wichita, Kan.; KFJZ Fort Worth, Tex.; KHBC Hilo, Hawaii, and WIBX Utica, N.Y.

Modification of CP

WDUN-FM Gainesville, Ga.—Mod. CP new FM station for extension of completion date.

WMUR-FM Manchester, N.H.—Same.

WCMW-FM Canton, Ohio—Same.

WKAR-FM East Lansing, Mich.—Mod. CP new noncommercial educational FM station for extension of completion date.

KGGF Tulsa, Okla.—Same.

KTOY Tacoma, Wash.—Same.

WBML-FM Macon, Ga.—Mod. CP new FM station to change ERP from 50 kw to 15.3 kw, ant. height from 260 ft. to 350 ft.

WWJ-FM Detroit—Mod. CP new FM station to change ERP from 8.7 kw to 249.1 kw, ant. height from 685 ft. to 665 ft.

Assignment of CP

KHCO Houston, Tex.—Assignment of CP for FM station from Earl C. Hankamer to The Houston Baptist Missionary Union.

License for CP

WDWS-FM Champaign, Ill.—License to cover CP new FM station.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JANUARY 12

Class	On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,918	1,865	265	--	520	280
FM Stations	704	225	694	41*	90	31
TV Stations	56	7	116	--	313	181

* 14 on the air.

TV APPLICATION

Springfield, Ill.—Sangamon Valley Television Corp., Channel 8 (180-186 mc), ERP 25.1 kw vis., 12.55 kw aur., 296 ft. antenna; estimated cost $145,000, first year operating cost $50,000, revenue $30,000. Firm is owned 35% by WTAX Inc., operator of WTAX-AM-FM Springfield, and 35% by Commodore Broadcasting Inc., operator of WSOY-AM-FM Decatur, Ill. Commodore is owned by Decatur Newspapers Inc., publisher of Decatur Herald and Review. Ownership of WTAX is headed by Oliver J. Keller, former president-general manager of Pittsburgh Post-Gazette Pub. Co. and vice president of WWSW Pittsburgh, controlled by Post-Gazette. He now is president-general manager of WTAX.

Officers, stockholders and others having indirect interest in Sangamon Valley Television include following: Mr. Keller, president; F. M. Lindsay Jr., vice president-treasurer WSOY, vice president; H. B. Bartholf, president, Illinois National Casualty Co., treasurer 2.5%; Oliver J. Keller Jr., WTAX commercial manager, secretary; Gladys McGrew, assistant secretary-treasurer; C. H. Lanphier, vice president and stockholder of Sangamon Electric Co., electrical instrument manufacturer, 2.5%; his brother, R. C. Lanphier Jr., also vice president and stockholder of electrical firm, 2.5%; L. F. Gillespie, attorney and part owner WTAX, 1.25%; George W. Bunn Jr., banker, 2.5%; Stanley C. Myers, general manager Myers Bros. department store, 2.5%; T. J. Dirksen, general manager-partner A. Dirkson & Sons, retail home furnishings, 2.5%; A. C. Schlipf, attorney, 1.25%; H. L. Robinson, general manager-partner Faultless Milling Co., 2.5%; Isabel W. Robinson, 1.25%; C. W. Campbell, insurance, 1.25%; J. H. Davis, president Abraham Lincoln Hotel, 2.5%; Frank W. Young, attorney, 1.25%; Hugh J. Dobbs, attorney, 1.25%; D. S. Funk, president of Sangamon Electric, 2.5%; Noah M. Dixon, part owner WTAX; Frederick W. Schaub, president of WSOY. Filed Jan. 10.

AM APPLICATIONS

Bowling Green, Ohio—Bowling Green State U., noncommercial educational AM station, 730 kc, 250 w, daytime; estimated cost $15,874. Sidney Stone is director of radio for university. Filed Jan. 10.

License Renewal

License renewal applications were filed by following FM stations: WEDC-FM Superior, Wis.; WFBL-FM Syracuse, N.Y.; WIP-FM Philadelphia; WLET-FM Tacoma, Ga.

Modification of CP

WDEL-TV Wilmington, Del.—Mod. CP new commercial TV station to make ant. changes AMENDED to make ant. changes and change ERP from 1 kw vis., 0.5 kw aur. to 476 w vis., 341 w aur.

WNBK Cleveland—Mod. CP new commercial TV station to change ERP from 18.8 kw vis., 9.6 kw aur. to 39.22 kw vis., 20.26 kw aur., and changes in ant.

KDTV Dallas, Tex.—Mod. CP new commercial TV station to change site and decrease ERP from 35 kw vis., 18.5 kw aur. to 19.5 kw vis., 13.8 kw aur. AMENDED to specify studio and trans. site as M & W Tower Bldg. and change ERP to 20.5 kw vis., 14.7 kw aur.

TENDERED FOR FILING

Competitive Bid

WRTB Waltham, Mass.—Competitive bid filed for purchase of commercial TV station WRTB by Meredith Engineering Co. Permittee is Raytheon Mfg. Co. Original bid filed by CBS.

AM—1450 kc

KIND Independence, Kan.—CP to change from 1010 kc 250 w D to 1450 kc 250 w unl. (Contingent on WMBH change in facilities).

Cullman, Ala.—The Voice of Cullman, 910 kc, 500 w, daytime; estimated cost $12,220. Applicant is co-partnership of L. E. Duffey, owner Duffey Electric Co. and one-third owner Pruett-Duffey Electric Co., retail sales and service firms, and B. C. Eddins, former general manager of WKUL Cullman. Filed Jan. 11.

Delano, Calif. — Charles Herman Johnes, 1010 kc, 1 kw, daytime; estimated cost $7,808. Applicant is CBS engineer at Delano, Calif., and 50% owner of Radio-Sound, Sales and Service, McFarland, Calif. He has part of equipment on hand. Filed Jan. 11.

Hamtramck, Mich.—Atlas Broadcasting Co., 1540 kc, 1 kw, daytime; estimated cost $40,000. Principals: Stephen S. Skrzycki, mayor of Hamtrammck since 1942 and physician, president; Casimer Zbierski, social work supervisor, Wayne County Dept. of Social Welfare, secretary-treasurer, and Stanley A. Formaniak, analytical chemist and pharmacist and owner of drug store in Detroit, vice president. Each holds one-third interest. Filed Jan. 13.

FM APPLICATION

Pittsburgh—Dusquesne U., noncommercial educational FM station on Channel 201 (88.1 mc) with power of 10 w; estimated cost $12,550. Filed Jan. 7.

News Protection

(Continued from page 27)

tana, New Jersey, Ohio and Pennsylvania.

An important part of NAB's model statute, as introduced in New York, is a provision by which a defendant may prove mitigating circumstances, including sources of information and grounds for his belief, where libel or slander suits are brought.

The newspaper protection bill has been introduced several times in New York, but without the radio clause. It has never hurdled barriers imposed by special interests.

Soon in One State

Legislation providing protection of the type proposed by NAB is being introduced shortly in at least one other state. Early action in all parts of the nation is expected by state associations. In states where there is no association the NAB model bill has been submitted to NAB board members.

In taking up the rights of radio reporters, the Law Revision Committee said "the same considerations would justify a similar privilege to other organizations and individuals engaged in the dissemination of news. If a privilege be granted, it should extend to newspapers, periodicals, newsreels, broadcasters by wire, radio, television or facsimile, and to press associations, and to newsmen regularly engaged in the business of collecting or writing news for publication through such agencies."

Text of the identical bills introduced in the New York Legislature follow:

The enactment of the following new Section 354-A of the Civil Practice Act: 354-A. Privilege of reporters of news organizations. 1. For the purposes of this section "Reporter" shall mean the individual proprietor of a news organization, or any partner, officer or employe of a news organization conducted by a partnership, a corporation or other association, or by an individual proprietor, or any person regularly engaged in the business of collecting or writing news for publication through a news organization. The term "reporter" shall include all such persons, whether or not personally engaged in the collection, editing or dissemination of news.

"News organization" shall include (A) any individual, partnership, corporation or other association regularly engaged in the business of (I) publishing any newspaper or other periodical issued at regular intervals and having a paid general circulation, or (II) providing newsreels or other motion-picture news for public showing, or (III) broadcasting news to the public by wire, radio, television or facsimile; and

(B) any press association, or other association of individuals, corporations, or associations described in (I), (II), or (III) hereof, engaged in gathering news and disseminating it to its members for publication.

2. No reporter shall be compelled to disclose, in any action or proceeding, civil or criminal, in any court of this state, whether of record or not of record, or before any referee or other official thereof; or before any grand or petit jury, or at any coroner's inquest, or before any other judicial or quasi-judicial tribunal or any officer thereof; or before the state senate or assembly or any committee, member, officer or employe thereof, or any commission created thereby, or before any state, county, municipal or other body or officer, the source of any information procured or obtained by him, while he was a reporter, from another person.

3. The privilege conferred by subdivision two of this section shall also apply to any person who was formerly a reporter as to information procured or obtained by him while he was a reporter.

4. In any case where a reporter claims the privilege conferred by this section, the body, officer, person or party seeking the information may apply to the Supreme Court for an order divesting the reporter of the privilege. Such application shall be made in the judicial district in which the reporter resides. In case the reporter does not reside within the state, the application shall be made in the judicial district where he has an office or other place of employment. If he has neither residence nor place of employment in the state, the application shall be made in the judicial district where the hearing, action or proceeding in which the information is sought is pending.

Application for such an order shall be made by verified petition, setting forth reasons why the disclosure is essential to the protection of the public interest and on due notice to the reporter, including the service of all papers upon which the application is made. The order shall be granted only when the court, after hearing the parties, shall find that disclosure is essential to the protection of the public interest. Any such order shall be appealable under the provisions of article forty-one of the Civil Practice Act and shall be subject to stay as wherein provided.

5. When any reporter shall have claimed the privilege conferred by this section and the reporter shall not have been divested of such privilege by order of the Supreme Court, neither he nor the news organization by which he is employed, or of which he is an officer, associate, partner or proprietor, shall thereafter be permitted to plead or prove the sources of information so withheld, unless the informant consents in writing, as circumstances in mitigation of damages in an action for libel or slander based on the publication of the matter as to which the sources of information were so withheld.

The following amendment of Civil Practice Act, Section 338:

338. Proof in action for libel or slander. Subject to the provisions of Section 354-A, (in) an action for libel or slander, the defendant may prove mitigating circumstances, including the sources of his information and the grounds for his belief, notwithstanding that he has pleaded or attempted to prove a justification.

At Deadline ...

FREEZE EXEMPTS BOSTON CBS TV APPLICATION

EXISTENCE of current TV licensing freeze exempts CBS' Boston TV application and its bid for WRTB (TV) Waltham from requirements of FCC rule banning multiple applications, FCC said Friday.

Boston Metropolitan Television Co., another Boston TV seeker, had asked FCC to dismiss network's Boston bid after application for WRTB was filed. FCC conceded it had required Scripps-Howard Radio to choose between its WCPO Cincinnati application and its bid for purchase of nearby WVLK Versailles, Ky. [BROADCASTING, Dec. 13]. But in current case, FCC said, Boston TV applications aren't available for consideration because of current freeze. FCC denied Metropolitan Television's request, but said: "Should the Commission resume processing television applications prior to action on the [CBS-WRTB] application, Columbia would then be required to elect which of these applications it would prosecute."

Comr. Jones dissented and Comr. Hyde said he didn't want to express view now on what FCC's course should be when licensing resumes. Meanwhile Meredith Engineering Co. filed competing bid for acquisition of WRTB (see story page 52).

FCC LISTS APPEARANCES FOR OWNERSHIP HEARING

ORDER of appearances for today's (Jan. 17) FCC hearing on proposed new rules governing multiple ownership of broadcasting stations [BROADCASTING, Aug. 23] was announced Friday. Rules would set common ownership limit in AM at 7 stations, in FM at 6, in TV at 5. They would also impose ceilings on minority interests according to number of controlling interests held. FCC said oral arguments will be presented in following order:

Balaban & Katz, Gulf Theatres, New England Theatres, Paramount Pictures, Paramount Television Productions and United Detroit Theatres (all Paramount interests), represented by Washington law firm of Hogan & Hartson; CBS; Fort Industry Co., by Dow, Lohnes & Albertson; WIND Chicago, by Pierson & Ball; KMMJ Grand Island, Neb., KALL Salt Lake City, Trans-American Television Corp., and WISH Indianapolis, by Haley, McKenna & Wilkinson; NBC, by Gustav B. Margraf; Pacific Northwest Broadcasters ("XL" stations); and Arthur W. Scharfeld, attorney.

REVISED TELEVISION TARIFFS ARE FILED BY AT&T

AT&T on Friday filed with FCC new television tariffs, to become effective March 1. Chief changes relate to provision for connection of Bell System intercity TV networks with intercity facilities of other companies where telephone company does not have facilities; allocation of intercity channels on quarterly instead of monthly basis, where there are not enough to go around; general expansion of local channel rate areas by including channels where exchanges serving TV customers are not more than 25 miles apart.

REAM DENIES WGN-TV DEAL

REPORTS THAT CBS would acquire financial interest in WGN-TV Chicago unqualifiedly denied last week by Joseph H. Ream, vice president and secretary of network. Reports were "nonsense," said Mr. Ream.

4 AM, 2 FM OUTLETS AUTHORIZED BY FCC

FOUR NEW AM stations, fulltime facilities for KRDU Dinuba, Calif., and two new Class B FM stations authorized in FCC actions Friday.

Three new AM stations authorized in non-hearing grants: PRESTONBURG, KY.—Kentucky Mountain Broadcasting Co., 960 kc, 1 kw, daytime, estimated cost $17,500; NEW BRAUNSFELS, TEX.—Comal Broadcasting Co., 1420 kc, 1 kw, daytime, estimated cost $28,873; COLDWATER, MICH.—Twin Valley Broadcasters Inc., 1590 kc, 1 kw, daytime, directional, estimated cost $26,750. WAFB Baton Rouge, La., granted switch from 1 kw day on 1460 kc to 1 kw fulltime on that frequency, directional night.

FCC also made final its earlier proposals to (1) grant application of KRDU Dinuba for switch from daytime on 1130 kc with 250 w to fulltime on 1240 kc with 250 w (when KCOK Tulare moves from 1240 to 1270 kc), and deny rival application of San Joaquin Broadcasters, Fresno; (2) grant Jorama-Fer Radio Corp.'s application for 1240 kc with 250 w at Caguas, P. R. (when WKVM Arecibo moves from 1230 to 1070) and deny Caguas Radio Broadcasting's request for 1230 kc [BROADCASTING, Nov. 29].

In another case FCC entered default denial of application of F. L. Thornhill and D. R. Johnson, doing business as Western Washington Broadcasting Co., for 630 kc with 250 w day at Puyallup, Wash. FCC held they failed to prosecute application or to follow up on indicated plan to amend.

Construction permits for two new Class B FM stations granted: GEORGETOWN, DEL.—Rollins Broadcasting Co. (New AM grantee.) Channel 268 (101.5 mc), ERP 19 kw, antenna 500 ft.; BLOOMSBURG, PA.—Bloom Radio Inc. (WLTR), Channel 293 (106.5 mc), ERP 20 kw, antenna 230 ft. Class B CPs in lieu of conditional grants awarded following: WTBC-FM Tuscaloosa, Ala.—Channel 239 (95.7 mc), ERP 14 kw, antenna 330 ft.; KNOE-FM Monroe, La.—Channel 277 (103.3 mc), ERP 1.8 kw, antenna 340 ft.; WNOE-FM New Orleans—Channel 222 (92.3 mc), ERP 310 kw, antenna 420 ft.; WDEF-FM Chattanooga, Tenn.—Channel 275 (102.9 mc), ERP 17 kw, antenna 970 ft.; WOAY-FM Oak Hill, Va.—Channel 231 (94.1 mc), ERP 19 kw, antenna 340 ft.

CPs in lieu previous conditions granted following FM stations: WJLD-FM Birmingham, Ala.—Change ERP 40 to 23 kw, antenna from 750 to 590 ft.; WBIK Chicago—Change ERP from 17 to 19 kw, antenna from 665 to 650 ft.; KSCJ-FM Sioux City, Iowa—Change ERP from 280 to 360 kw, antenna from 515 to 450 ft.; WAZL-FM Hazleton, Pa.—Change ERP from 8.7 to 7.6 kw, antenna from 680 ft. to 670 ft.; WCAC Anderson, S. C.—Change ERP from 33 to 41 kw, antenna 395 to 375 ft.; KECK-FM Odessa, Tex.—Change ERP from 1.7 to 8.6 kw; KTRN-FM Wichita Falls, Tex.—Change ERP from 28 to 30 kw. Radio Broadcasting Co. Inc., Memphis, Tenn., was denied request for reconsideration of FCC Secretary's action of Nov. 1, 1948, which dismissed application for extension of time to complete construction of new Class B FM station there. FCC said it is not intent of law to allow applicants "passively to hold their FM construction permits against future determinations in other branches of the radio field."

FCC also upheld motions commissioner's action permitting Video Broadcasting Co. to amend its TV application for San Diego, after hearing was held, to show revised construction and operation estimates. Television Broadcasting, competing applicant, had asked motions commissioner's action be rescinded.

'PUBLIC INTEREST' RADIO LAUDED BY WILLARD

RADIO commercials constitute a "great public service" and stations should feel "fiercely proud" of part they have played in development of new products, A. D. Willard Jr., NAB executive vice president, told South Carolina broadcasters at Columbia Friday. Radio's public interest programs and campaigns, such as those for war bond sales and recruitment of student nurses, were also praised by Mr. Willard.

Disputing belief that advertising is merely a "money-maker," Mr. Willard added: "Advertising has made millions of capitalists in America, and when a man is a capitalist, he isn't going to be a Communist."

COSSE LEAVING McGILLVRA

CLAYTON J. COSSE, vice president of Joseph Hershey McGillvra Inc., station representative, resigned effective Feb. 15.

WE SEPARATION WOULD HURT SERVICE, SAYS AT&T

TELEPHONE users would suffer rather than gain if government's demand that AT&T sell manufacturing subsidiary, Western Electric Co., is pushed through. This was reaction of Leroy A. Wilson, AT&T president, to anti-trust suit filed by Justice Dept. Friday in Federal Court at Newark, N. J.

Government contends AT&T's control of Western Electric constitutes a monopoly in this respect: WE manufactures equipment for AT&T. AT&T, in turn, controls all Bell telephone companies, which buy WE equipment. Therefore, Justice Dept. suit asserts, AT&T also controls Bell companies' only source of supply. Absence of competition in manufacture and sale of telephone equipment results in higher telephone rates, government contends.

Mr. Wilson countered with statement that "telephone calls go through faster, people hear each other better and service is more dependable" because of quality of Western Electric equipment. He added: "It is, of course, in the interest of everyone that telephone equipment continue to be the best obtainable and that it be bought at the lowest possible prices. The Western Electric relationship makes these objectives possible . . ."

Suit asked the courts to compel Bell System operating companies to buy equipment under competitive bidding from three firms which would be created out of Western Electric. This would reduce prices for telephone equipment, cut operating costs for Bell and provide basis for lower prices, according to Assistant Attorney General Herbert A. Bergson, Justice Dept. Anti-Trust Division head.

Mr. Bergen's superior, Attorney General Tom C. Clark, said suit does not seek to interfere with AT&T except to divorce it from Western Electric. Efficiency of telephone service would not be reduced, he asserted.

Closed Circuit

(Continued from page 4)

holder, was at Sea Island, Georgia, for ten-day outing. And, it was added, nothing of that magnitude would be done without Mr. Noble's presence. [It was learned authoritatively that Spyros Skouras was not member of Sea Island party.]

FORMAL papers for transfer of WINX Washington to ownership of Billy Banks, operator of WHAT Phila., slated for filing with FCC today (Jan. 17) after two months of preparation. AM independent transfers for $130,000 while FM adjunct is sold to newly-formed WTOP Inc. for $160,000. WTOP Inc. is owned 55% by *Washington Post* and 45% by CBS. Action paves way for final transfer of WTOP's control from CBS to *Post* and for CBS acquisition of full ownership of KQW San Jose-San Francisco in which it heretofore has owned 45% [BROADCASTING, July 12].

RCA LABS, Princeton, developing new ultra-high frequency video transmitter embracing circuit which it hopes will be effective in reducing tube failures occasioned during UHF experiments with its Washington TV transmitter during past several months [BROADCASTING, Dec. 20].

DECISION on who gets Federal government recording contract expected Wednesday from Bureau of Federal Supply, Treasury Dept. Unofficial report is dozen bids are tight and couple of firms still appear neck and neck. Bids opened Jan. 10 but with some 100 price categories, four recording cities and dozen firms participating, choice is delayed.

OPERATION:
KNOWLEDGE

No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

It's a test in WLW-land . . .
an "Operation: Knowledge"

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.

WLW

THE NATION'S [illegible] STATION

Crosley Broadcasting Corporation

MICHIGAN'S GREATEST ADVERTISING MEDIUM*

WJR

C. B. S.

50,000 WATTS

760 ON YOUR DIAL

*Attention Time Buyers and Advertising Managers: Talk about POWER AND RESULTS—one program pulled 17,129 letters at one o'clock in the morning. We would be glad to give you the particulars. Write to us.

Represented by PETRY

THE GOODWILL STATION, INC. FISHER BLDG. DETROIT

W. A. RICHARDS, Chairman of the Board — FRANK E. REVOLD, President — HARRY WISMER, Asst. to the President

BROADCASTING
TELECASTING

A Continuing Study of Major Radio Markets

Study No. 9

Baltimore

The 3 minutes that must pay for it all

You can put on a symphony or a slug fest. You can have millions sit back and have a good time. But those three minutes of commercial in that half hour must pay for it all.

Your Hooper can be way up—and your sales way down.

This agency keeps its eye on the ball—results!

On this basis it has an excellent record in radio and television.

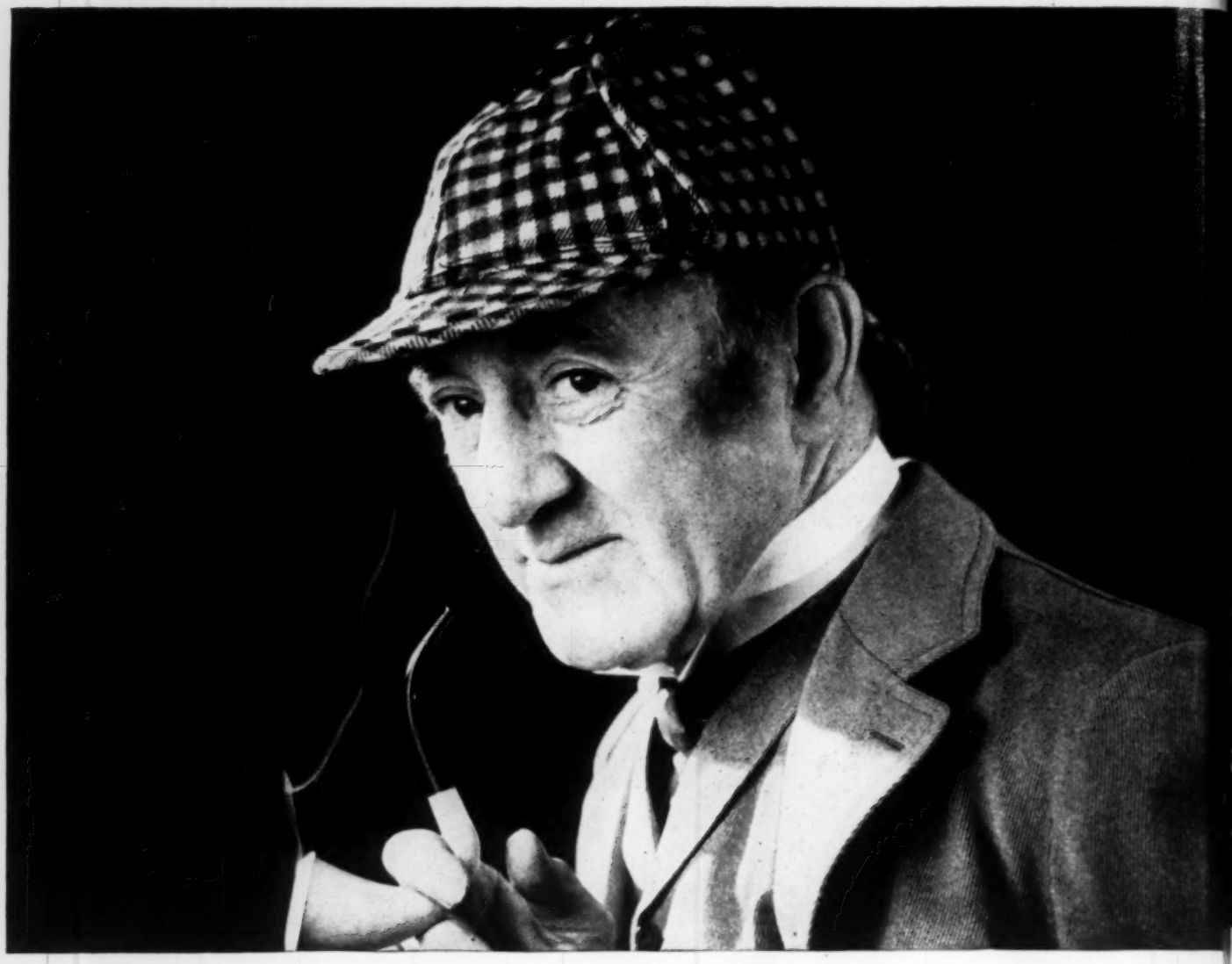
Won't you invite us in to tell you more?

The Joseph Katz Company

BALTIMORE *Advertising* NEW YORK

Member American Association of Advertising Agencies

Ninth of a Series



Elementary, my dear Watson!

It wouldn't take the great Sherlock Holmes long to solve the problem of buying radio time in Baltimore—the nation's sixth largest market. After a few minutes' study, he would say:

"Elementary, my dear Watson. The best buy is the BIG independent with the BIG audience, Station W-I-T-H."

Yes, sir! In this big, rich market, it's W-I-T-H that delivers more listeners-per-dollar than any other station in town. W-I-T-H covers 92.3% of all radio homes in the Baltimore trading area.

So if you're looking for the station tha produces low-cost sales, the station that is th big-bargain-buy, the station that has the bi audience at low cost, put W-I-T-H on that list o yours. Call in the Headley-Reed man, and ge the whole exciting story about W-I-T-H toda

W·I·T·H

AM Baltimore Maryland FM

Tom Tinsley, *President* • *Represented by* Headley-Reed

By J. FRANK BEATTY

BALTIMORE is a geographer's nightmare and a businessman's dream.

Located on the deepwater Patapsco estuary near the northern tip of Chesapeake Bay, it is the South's northernmost port and city.

As the southern terminus of the Chesapeake & Delaware toll-free canal, it is the North's southernmost port and city.

And just to keep the compass spinning, it is the westernmost seaport of the industrial East and thus the closest ocean connection for the Midwest.

The pre-radio plantation owners who chose this bay-head site as an outlet for their products flaunted the finest maritime traditions of the early 18th century. None lived to see the fruition of his daring and wisdom in picking the farthest inland port location in the East.

All the marvels of the mechanized era have fit into Baltimore's geographical blessings. Steamboat, railroad, airplane, telephone, electricity, motor transport and electronic communication — each has added to the city's commercial and industrial well-being and each has helped clinch its high place in the nation's economy and its sixth place in population.

This metropolitan area of 1,300,000 citizens enjoyed a 25% population boom as it added human tools to keep its wartime factories and shipping facilities operating. Most of the families stayed on, attracted by job availability and low-cost living, and a $150,000,000 program of residential building in 2½ years has eased their housing problem.

Like their fellow home dwellers —for Baltimoreans are extremely home-minded—they are settled citizens who go back to the fireside after work is done, and stay there.

Careful Buyers Are Brand Conscious

Such families provide a seller's paradise. They buy carefully and are highly brand-conscious. As home-loving citizens they naturally spend much of their time listening to the radio, and 97% of families have at least one set around the place.

At the moment this rather staid and steady city is going slightly television crazy. Its row upon row of row houses are studded with dipoles. A sparrow's quick scanning of an unweighted sample of the vast residential expanse would reveal one TV antenna to every 10 chimneys.

Though the bite of the television bug generally causes some degree of hysteria for the moment, Baltimore's broadcasters aren't especially alarmed. Their AM stations did a $4,060,000 business last year and the first scattered returns indicate the 1949 figure will be even higher.

True to the city's character, Baltimore's AM growth has been steady. Up to about a year ago it had only five AM outlets—WBAL, WCAO, WFBR, WCBM and WITH. Two AM daytimers—WBMD and WSID—are barely a year old and one already is over the hump. One straight FM station, WMCP, claims it is just shy of the break-even point. Another FM outlet, WMAR, has the powerful *Sunpapers* behind it. They have been showing more than casual interest in transit FM and their exciting WMAR-TV is in the black. Several other FM stations duplicate programs of their AM parents.

Of the three TV stations in Baltimore, only one—WBAL-TV—has an AM outlet in the family. WAAM is TV only, but has an AM grant and an FM application. WAAM has been too busy launching TV to do much about its AM permit. WMAR-TV had an AM grant but television was about all it could handle except for a part-time FM schedule, so the newspaper firm turned in its AM permit last November.

Would Like More TV Channels

Should the FCC happen to find two or three extra video channels lying under an allocation engineer's blotter, eager Baltimore AM stations will bump heads at the Commission's front door. Meanwhile, slighted Baltimoreans are wondering why their more fortunate Washington neighbors latched on to four TV channels.

Channels 2, 11 and 13 are assigned to Baltimore, leaving the whole center of the TV dial wide open. The city's television appetite

(Continued on Baltimore 4)

Baltimore

(Continued from Baltimore 3)

had been whetted by signals from Washington, over 30 airline miles away and even before any local stations were on the air there were 3,000 video receivers around the city.

Luckily for Baltimore viewers the TV programming is excellent as the three stations vie for attention. One station, WBAL-TV is on the air a minimum of 60 hours a week. All three are highly creative and the keen competition is bringing the public plenty of studio and remote programming.

For years agencies have spoken of Baltimore as a good radio town. After a year of telecasting, Baltimore looms as one of the nation's better TV cities. With two separately programmed FM outlets along with the FM affiliates of AM stations, the city's dialers have a full ration of electronic entertainment.

Baltimoreans Proud of Radio

Baltimoreans are proud of their diversified radio service and have granted it a place in the municipal heart right alongside such institutions as Johns Hopkins, Maryland Rye, Pimlico, Chesapeake oysters, Peabody conservatory, the B&O, white marble steps, Joe Katz, the *Sunpapers*, its 600 churches and Henry Mencken.

Those who do business in Baltimore need not be reminded that it is the sixth largest city in the United States. And those who know the city's history know how it reached that population point and why it is smug about the future.

From a business viewpoint nothing is more important to Baltimore than its central position on the Atlantic coast. With an inland location close to the tip of Chesapeake Bay, Baltimore is nearer the large interior producing areas and cities than any of the other Atlantic ports.

Chicago, for example, is 767 rail miles away from Baltimore compared to 814 from Philadelphia and 890 from New York. This provides critically important freight rate advantages on both foreign and domestic traffic, stimulating the business and industrial growth of the city.

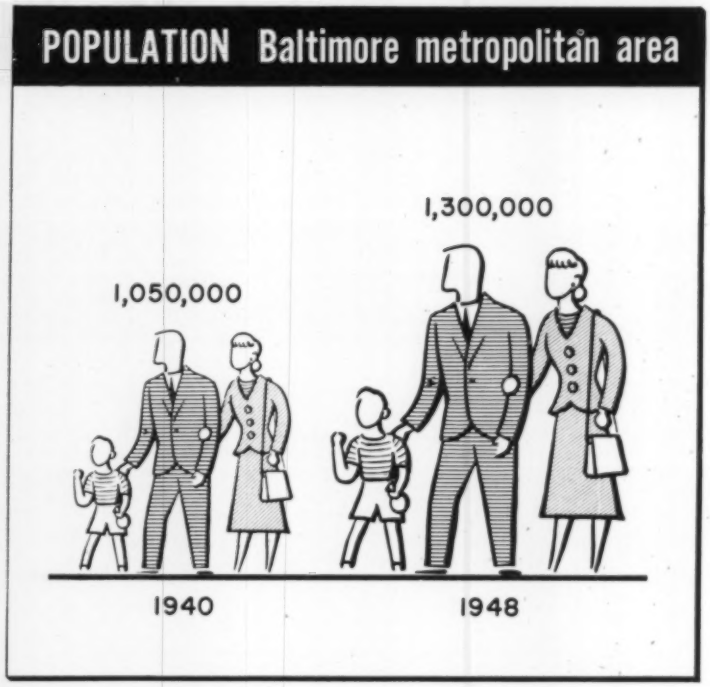
Blessed with a fine natural harbor, the city is focal point of international trade. The harbor, with 40 miles of water frontage, is the city's top business asset, with manufacturing industries operating extensively at waterside sites.

Harbor First In Export Trade

That's why Baltimore is the No. 1 U. S. port in export trade and No. 2 in total commerce.

Baltimore became a factor in world trade at the turn of the 18th century when settlers started sending grain and tobacco to British ports. Soon "Baltimore Clippers" became world-renowned, plying the seven seas, and the city became Maryland's first metropolis.

Shortly after the Revolutionary War groups of Baltimoreans started financing the construction of fast clippers that sailed empty into the Atlantic and returned a few months later with fine cargoes provided by reluctant British skippers. This profitable profession aroused the aggrieved Britishers but the two nations worked out a satisfactory solution in the War of 1812 and the clippers were put into more conventional types of commerce.



During that war Francis Scott Key, Georgetown lawyer, penned his immortal "Star Spangled Banner" as the British prepared to launch an unsuccessful attack on Baltimore.

Met Challenge In Transportation

Within a decade the city faced a new crisis as the Erie Canal was constructed across New York State. Products from the West started to move into New York harbor. Baltimore accepted the challenge, coming up in 1827 with the Baltimore & Ohio Railroad, and its commerce has thrived uninterrupted.

Darkest days in Baltimore's history followed a fire in 1904 that razed the downtown area. For a decade the city reeled, but plodded steadily at the reconstruction task.

The rebuilding was well done, with brick and masonry structures predominating. Quarries and clay abound in the region, and no eastern city is more substantially constructed. Business and residential structures were built to stay, for Baltimore does not think in temporary terms.

Came the war—World War I—and Baltimore got the shot-in-the-arm that started a new era of commercial and industrial growth. The pace has never slackened, though casual historians occasionally drape the city with gustatorial and social mantles while ignoring the arrival or departure of a heavily laden freighter every hour-and-a-half.

Every Freighter Means More Commerce

The city is blessed with culture and traditions galore, but it is more interested in the drab freighter whose arrival means $15,000 to $25,000 will be spent for provisions alone. The freighter unloads valuable cargoes for local and inland industries and commerce, and departs with goods and raw materials from these same areas.

That ship is the symbol of Baltimore's prosperity and its steady expansion during the last three decades.

Baltimoreans are port-minded. They point out that the port is closer to South America's eastern ports than New Orleans. They know that the sea-level Chesapeake & Delaware canal provides a northern outlet to the sea, and that one of every five ships entering the port uses this convenient and toll-free ditch.

Major Industries Locate on Waterfront

Nearly 100 major industrial plants are located along the 40-mile waterfront. Among the list are Bethlehem Steel Co., American Sugar Refining Co., McCormick & Co., Western Electric Co., Glenn L. Martin Co., Procter & Gamble, American Smelting & Refining Co., National Gypsum Co., Locke Inc. and Esso Standard Oil, to name a few. They employ 180,000 workers, and their anual output is nearly $2 billion.

Entirely aside from employment at these plants, the port's shipping and related maritime activities provide work for over 30,000. Port facilities include four railroad marine terminals, 270 piers, wharves and docks; three grain elevators; eight ore cranes; 30 public general merchandise warehouses; four coal piers; 14 ship repair yards.

The port facilities involve a capital investment of over $200,000,000, including ship channels. A $40,000,000 port development fund has been raised to modernize and expand the facilities at this all-weather ice-free harbor.

Leads Nation In Export Tonnage

As leading U. S. city in export tonnage, and second-place port in total foreign-trade volume, Baltimore moves over 45,000,000 tons of cargo, including nearly 25,000,000 in overseas commerce.

Bethlehem's Sparrow's Point plant, largest tidewater steel mill in the world, employs 22,000 workers and is the country's second largest plant. The adjoining Bethlehem shipyard has seven shipways. During the war the yard topped all others in ship construction, including 383 Liberty and 93 Victory ships. Besides it built large numbers of other craft and handled a heavy conversion and repair program.

Western Electric produces nearly all of its rubber-covered wire and coaxial cables at the Baltimore plant, where it employs 5,500. Crown Cork & Seal, dominating the bottle-cap field, employs 5,000.

Westinghouse Electric Corp. has two plants operating under direction of Walter Evans, vice president and also president of Westinghouse Radio Stations Inc. The Industrial Electronics Division and X-Ray Division employ over 2,000 persons. During the war they turned out products valued at over $400,000,000, including the radar set that gave the unheeded warning of the Japs' approach to Pearl Harbor.

Bendix Produces TV in Baltimore

Bendix Aviation Corp. has a Baltimore plant employing 3,000. Last autumn it added a TV line to its receiver output. The TV unit is said to have 350 persons working on the production line.

Koppers Co. hires 3,000 workers for its insulator plant. Davison Inc. has at least a third that many for its insulator plant and Davison Chemical employs about 1,500.

Two railroads—Baltimore & Ohio and Western Maryland—headquarter in the city. The B&O has been a Baltimore institution for 122 years. Nearly every citizen bought stock when the line was conceived as a means of meeting the Erie Canal menace. The original Mt. Clare station is still in use.

Other railroads serving the city include the Pennsylvania and two short lines. Some 65 scheduled shipping services used the port in the month of June, 1948, and 4,389 deep-sea vessels arrived in the 12 months of 1947.

Aviation in Baltimore will enter a new era this year with completion

of Friendship International Airport eight miles southeast of the City Hall. Largest municipal project in the nation, it involves a cost of $18,000,000.

The 3200-acre site is a mile from Route 1, main East Coast highway from North to South. It is 22 miles from Washington's district line and a new highway will provide swift service to the nation's capital.

Friendship is expected to ease the international and domestic air load at National Airport in Washington. Located 125 feet above sea level, it has good air drainage with fewer than 10 foggy days a year compared to New York's 30 to 40. Three trans-Atlantic airlines and nine domestic lines will use the port. The present municipal airport will be used mainly as a seaplane base.

Elaborate Facilities To Be Included

To be completed next Dec. 31, Friendship will have a railroad siding; hotel roomettes in the terminal runway; runways up to 10,000 feet in length; access to the new Chesapeake bridge to the Eastern Shore, with the bridge just seven miles away; provide the best airport in the East for blind landings. Runways are about complete, work having been started in spring of 1947.

Baltimore is air-minded. On the outskirts the big Martin plant provides employment for thousands in turning out military and civilian aircraft, and the area isn't even ruffled at the weird screech of something supersonic that the engineers are testing.

Though 60% of Baltimore's income is port-derived, it is a city of diversified interests. This diversity carried it through the depression of the '30s with minimum discomfort and accounts for the confidence with which businessmen contemplate the future.

With its fine land and water transportation, the city is one of the nation's leading wholesaling and jobbing markets. This activity traces back to the early Colonial days when the city first became a commercial center. The primary wholesale influence is felt all over Maryland, District of Columbia and parts of Virginia and West Virginia, an area of 20,000 square miles. The secondary wholesaling area extends from Maine to Florida and as far away as Tennessee, Kentucky and Ohio.

Baltimore's wholesale business exceeds $2 billion a year, with employment provided some 25,000 persons. The 15,000 retail stores do a business of more than $1 billion and give work to 75,000.

Business Financing Important Enterprise

Financing of business enterprises has long been a Baltimore activity of major importance, tracing back to the day when its bankers personally knew the credit possibilities of Colonial planters. First major project was the B&O in 1827 and the city's financial houses have provided service for all types of enterprises. Baltimore is the largest banking center south of Philadelphia and east of the Mississippi.

Commercial Credit Located in Baltimore

Commercial Credit Co. headquarters in the city. It is one of the largest sales finance companies in the world and is high in the bonding and casualty insurance fields. Four of the leading companies writing casualty insurance and surety bonds have home offices in the city.

All this hard-bitten business and industrial activity provides the lifeblood that keeps Baltimoreans happy with their lot and permits indulgence in the art of pleasant living.

Baltimore is a city of culture. Its famed Johns Hopkins Hospital and Medical School and similar U. of Maryland institutions are among the best known in the nation. The U. of Maryland dental school is the first in the world. Johns Hopkins U. has undergraduate and graduate departments and Maryland U. has law, pharmacy and other schools in the city.

Museums and libraries abound. The city supports a municipal symphony orchestra. Peabody Conservatory is nationally known in the musical world.

Home of 600 churches, Baltimore has been a leader in religion since its founding by the Lords Baltimore 300 years ago after a grant by the English king to the Calvert family. U. S. Methodism was organized in the city in 1784. The nation's first Cathedral was built by the Catholic Church in 1806. A third of the city's residents are Catholic.

Baltimoreans claim their percentage of home ownership is highest in the nation, even above that of Philadelphia. The city is slumless, though it has poorer sections.

Availability of brick and marble along with a peculiar local system of ground rents were important in the home-owning trend. Under these ground rents, most Baltimore homes were sold without the land beneath them. The developments were of the row-house variety and $50 down would buy a comfortable $2,000 or $3,000 six-room home complete with white marble stoop.

Having bought the place, the homeowner generally had the choice of buying the land after five years or continuing to pay the rent and taxes. Development companies sold the houses at cost or thereabouts in order to collect ground rents.

Though an airplane view of the city reveals miles of block-long piano-box edifices, Baltimore's residents are well housed. They are famed as housekeepers and the basic morning occupation of housewives is a careful manicuring of the marble stoop.

Being well housed, Baltimoreans are stay-at-homers. They do most of their entertaining at home. While downtown Baltimore has several renowned dining places, the city is known for its eating at home. Few night clubs are able to exist. The city's night life, however, supports several burlesque theatres.

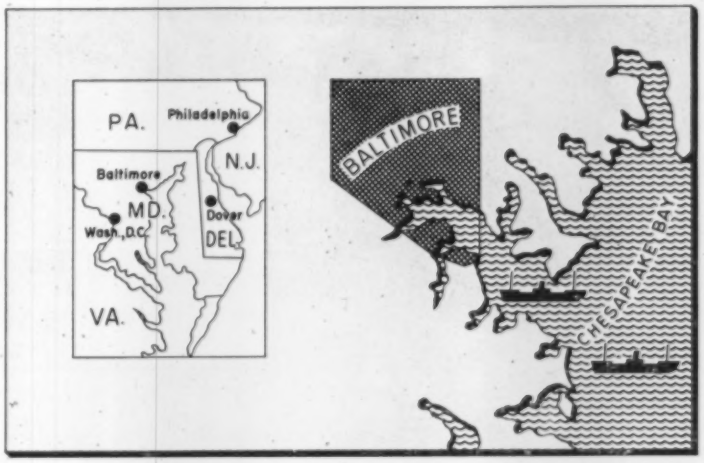
Set Ownership And Tune-In High

The stay-at-home citizens buy more than their share of food and other merchandise, guided by the sponsored messages of radio and television stations as well as newspaper advertising. The local radio tune-in and set ownership are high and the newspapers are perhaps read more carefully than those of most large cities.

Visitors quickly catch the hometown feeling of the metropolis. The mass media are naturally alert to the phenomenon, and a local-flavor broadcast is sure to pull a heavy audience. Feeling runs high at sports events and a riot was barely averted a few weeks ago when the pro football Colts were nosed out of the eastern championship. The Naval Academy plays its home games in Baltimore's big stadium.

Sports provide a major business in the city. The mid-May Preakness at the old Pimlico track is the second ranking racing event of the year. The tracks draw a heavy amount of transient business to the city. Within motor distance are Bowie, Laurel, Bel Air, Havre de Grace and Timonium. The rolling Maryland hills support a horse-breeding industry.

These hills also support a lush agricultural industry just as the Chesapeake provides extensive seafood enterprises.



Marylanders Loyal To Home Products

Marylanders are loyal to their Chesapeake oysters, and to their Maryland Rye whose subtle charms are ascribed to choice grains, deep limestone wells and skilled processing. Baltimore consumers contribute substantially to the support of the rye and beer industries, though much of the consuming is done at home.

Taking a powerful role in Baltimore's steady commercial growth have been its advertising agencies, many of them decades old. Unlike many other cities, the agency business is calm and steady, lacking the wild scramble for clients so familiar to advertisers. The city's advertising counsellors work carefully and skilfully, and their client lists vary slightly from year to year other than to reflect healthy growth.

Generally rated as the largest agency is Joseph Katz Co., with headquarters in the city and a large working organization in New York. Sparked by Mr. Katz, the agency has guided the expansion of many radio-using companies such as the American Oil, Maryland Pharmaceutical, Ex-Lax, Arrow beer, Gaby sun tan lotion and stations WITH and W M A R Baltimore, WWDC Washington and WLEE Richmond.

And encouraged by Mr. Katz, the agency has gone into television seriously. American Oil Co. sponsors the Washington Redskins football games on WMAL-TV Washington. Arrow beer sponsors telecasts of fights on WMAL-TV and WMAR-TV.

Obviously Mr. Katz believes in television. He feels, however, that AM and FM are being sold short in the TV excitement. "If television has the best story in costs and sales, it will beat out the other media," he says. "But my guess is that they'll all be here, competing for the ears and eyes of the listener."

Joseph Katz Co. Effective with Spots

The story of Rem and that of Ex-Lax are classic examples of the effective spot technique used by the agency.

Among the Katz media executives are John McHugh, Robert Swann, Evans Rodgers and Beth Black (New York).

Another active radio agency is Van Sant, Dugdale & Co., with Daniel Loden as director of radio and television. Sherwood Bros. Inc., regional gas station chain operating in Maryland, is a heavy broadcast user and Mr. Loden says radio has carried a substantial share of the Sherwood advertising burden. The company uses newscasts in

(Continued on Baltimore 6)

Baltimore

(Continued from Baltimore 5)

leading cities, U. of Maryland football, Baltimore symphony concerts, special Christmas music and other programs.

Rice's Bakery places through Van Sant, Dugdale in Baltimore and Wilmington, using a good deal of spot radio.

Large Baltimore meat packer, William Schluderberg-T. J. Kurdle Co. (Esskay), markets regionally. It has used a lot of radio in the past but is weak at the moment. Return to the medium is expected this year. When Esskay celebrated the fifth anniversary of *It's Fun to Cook*, heard on WFBR, it hired a theatre but ran out of tickets before it announced requests would be received.

Variety of Business Handled by Van Sant

Glenn L. Martin Co. buys radio to announce entrance of new planes into service. A national radio user is York Wall Paper Co., via dealer co-ops. Fram Corp., maker of oil filters, is buying the MBS *Sports Thrill of the Week*. Montco coffee, marketed in the Philadelphia area, will probably use radio this year.

Mr. Loden subscribes to the theory of many other timebuyers that radio is not doing a good merchandising and promotion job. Radio salesmen often fail to give the basic facts, he says, making it difficult for radio buyers to sell account executives on use of the medium.

Van Sant, Dugdale has used little TV but the new medium will appear in three or four budgets this year. The agency is studying video and has some campaigns in the planning stage. It's a bit concerned at the moment over the cost-per-thousand. A new network show starting in late January is in the final planning stage.

In supervisory charge of radio at Theodore A. Newhoff Adv. Agency is Marx S. Kaufman, vice president. A former Washingtonian, he now is a confirmed Baltimore resident and points out that the city is a leader in the field of new and space-annihilating industries such as aviation, electronics and plastics. He sees business benefits in the nation's defense program.

Among Newhoff radio accounts is Food Fair Stores Inc. The Baltimore segment of the chain has sponsored *Dialing for Dollars* nine years. It is one of the early telephone programs. The agency handles local radio for the chain but does all of the national advertising in other media. Another Newhoff radio account is Better Ice Cream. Samuel S. Strouse is Newhoff radio director. WCBM is a Newhoff account.

Head of the Ruthrauff & Ryan branch office in Baltimore is T. Hamlin Reese. Principal account is Gunther's beer, marketed in Maryland and District of Columbia, Virginia, West Virginia, Pennsylvania and California.

The California angle, a sort of merchandising freak, stems back to Baltimore's shipping activity. A demand for Gunther's originated in San Francisco and Oakland marine circles and the beer is shipped by boat.

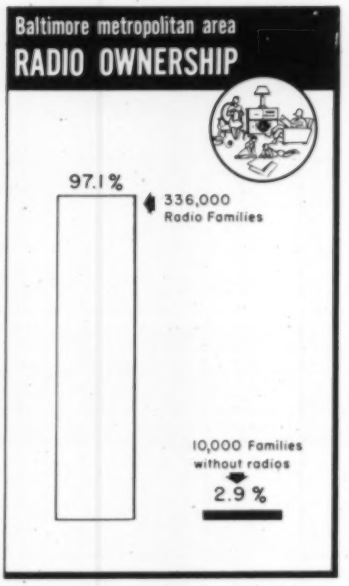
Gunther's sponsors Baltimore Bullets and Washington Capitols basketball on AM and television. The football Colts are sponsored in Washington on WINX and in Baltimore on WITH. Arch McDonald does a regular record-sports series on WTOP Washington. Special events and elections are telecast on WMAR-TV Baltimore and WTTG Washington. Racing was telecast on WNBW Washington and WBAL-TV Baltimore. Amateur fights and other sports are carried. A two-hour sports series has been carried nearly eight years on WITH Baltimore. The Washington Capitols basketball is sponsored on WWDC and WWDC-FM and WTTG (TV) Washington. The Bullets basketball is carried on WITH and WMAR-TV in Baltimore.

In its 11th year is the famed *Gunther's Quiz of Two Cities*, with Washington and Baltimore contestants connected by land line and appearing on the program simultaneously. The program is heard on WFBR Baltimore and WMAL Washington.

Baltimore has developed into a fine television city, according to Mr. Reese. He believes TV will have a terrific advertising impact, perhaps cutting into the AM audience but not replacing AM.

Frank L. Blumberg Adv. Agency is interested in television but Mr. Blumberg believes AM radio will remain strong. Television is opening up and will find its place alongside other media, he feels. "Television presents an active market to the advertiser," he says. "The TV business we have placed has not replaced any other medium."

The agency broke into TV when WMAR-TV opened over a year ago, telecasting a football game for the local Crosley distributor. A five-minute package show is sponsored by a local Chevrolet dealer.



The Blumberg agency has the Klein Chocolate Co. account and used spots successfully to promote Nick-L-Nut candy bar. Horace J. Elias is radio director. The agency places WFBR advertising.

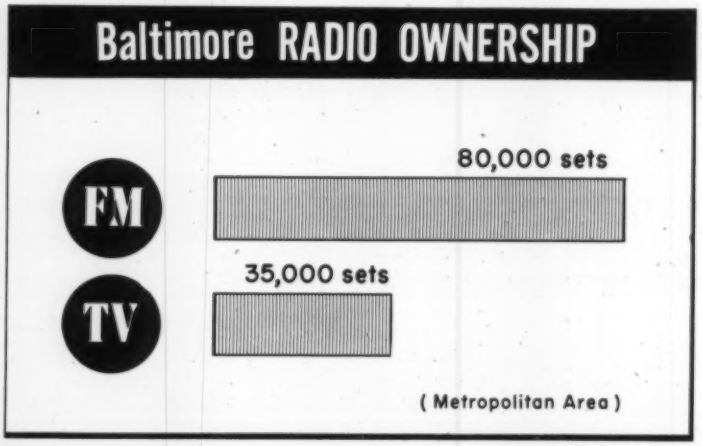
Cahn-Miller Inc. handles a number of regional accounts, with George Gettman as secretary and media buyer. Louis F. Cahn, president, directs some of the accounts personally. The agency places spots for Central National Bank of Richmond. For Diamond State Brewery it places a sports show and play-by-play baseball in Wilmington, Del.

Fidelity Trust Co. of Baltimore, old-line financial house, uses FM only, catering to the Charles St. families. Jarman Motors uses spots and a 15-minute news series.

Cahn-Miller is agency for WCAO.

The agency has used some special events television and right now is working on a TV series for a client.

Another agency head who sees a bright future for both television and sound broadcasting is I. Harold Kuff, head of Kuff & Feldstein. Hecht Bros., a leading department store, sponsors televised news on WMAR-TV twice daily along with institutional AM broadcasts.



The agency buys TV spots for American beer, in cooperation with Elmer Free, radio specialist. Among other accounts are University Motors, R. C. Heller, bedding manufacturer, and WBAL and WBAL-TV.

Mr. Kuff sees TV most effective at night and AM in the daytime. Women must stop work to watch television, he reminds, but they can do housework and listen at the same time. Many women plan their day around one or two AM dramatic programs, says Mr. Kuff. He is satisfied television won't replace AM. Baltimore, he claims, is one of the best radio cities in the country.

Among national and regional agencies having branches in Baltimore are St. Georges & Keyes, New York; McManus, John & Adams, Detroit, servicing the Bendix account, and Courtland D. Ferguson Inc., Washington. Some of the other leading agencies are A W & L Adv. Agency, Azrael Adv. Agency, S. J. Lichtman Co., S. A. Levyne Co., Frank D. Webb Adv. Co. and Justin Funkhouser Adv.

Department Stores Watching Television

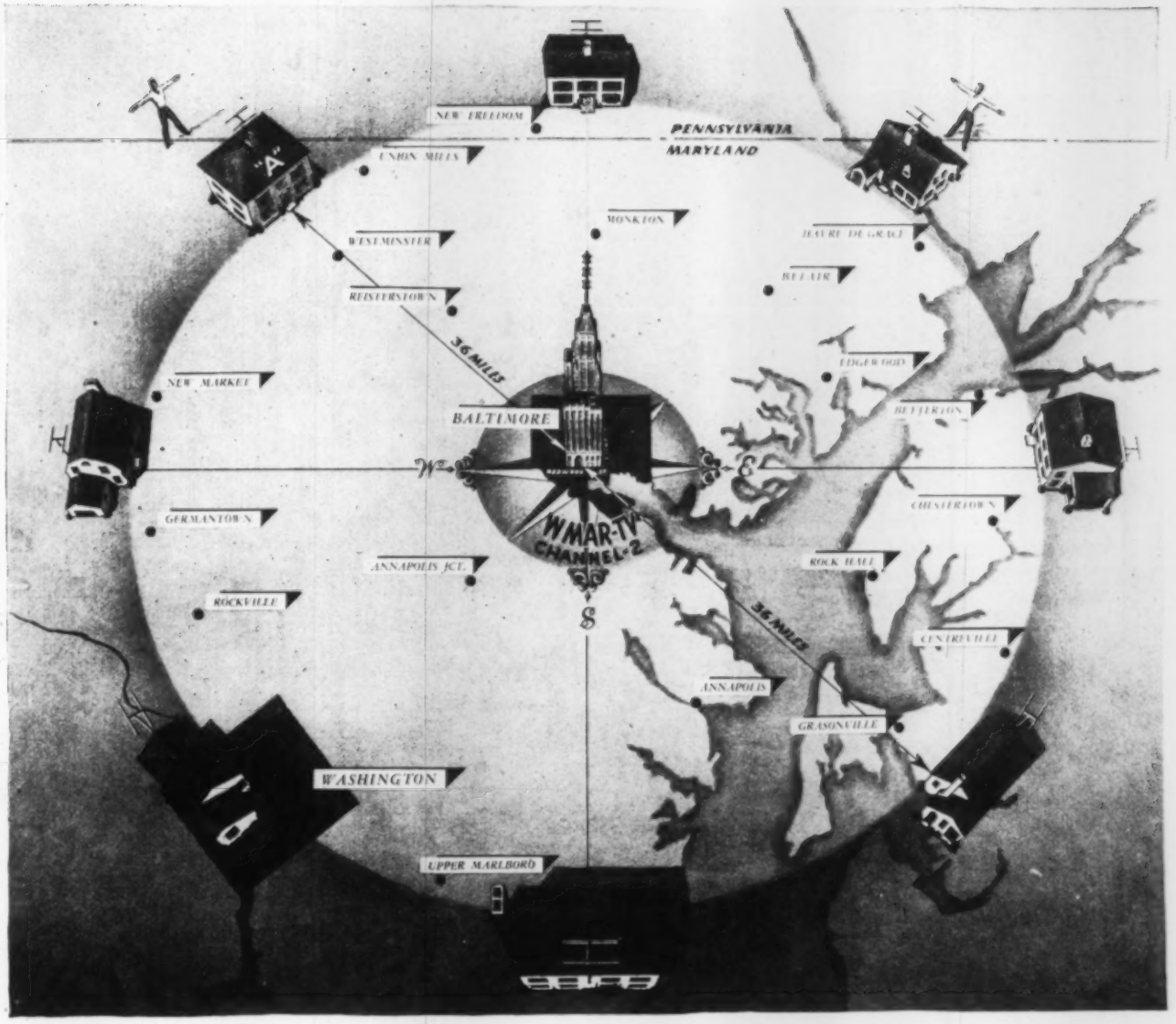
Baltimore has its share of important department stores. They are not overly radio-minded but are watching television closely. Hutzler's is described as the most consistent radio user, with Hochschild-Kohn showing interest in the medium. Hamburger's men's clothing store, buys spots and programs. The Hub likes announcements.

The city's heavy industries are not radio-minded, as a rule, nor do the garment or liquor makers embrace the medium. In the field of consumer goods, however, the story is different. Emerson Drug Co. consistently sponsors nationwide radio for its Bromo-Seltzer, as does Maryland Pharmaceutical for Rel and Rem. Some of the manufacturing drug houses aren't radio minded, however, especially those not promoting brand names.

This haven of freedom, where the national anthem's lyrics were spawned, hangs its municipal head in shame at mention of the "Baltimore Gag."

The gag is a juridical freak traced to the city's English forebears. In essence it is a warped contempt-of-court rule laudably designed to protect indicted persons but maliciously ineffective in that it operates as a cancer on the vitals of democracy.

Several Baltimore stations face early trial for contempt because they carried press association reports that a suspect had confessed to the sex murder of two little girls, along with statements made by high police officials. The city's newspapers have quaked in fear of reprisals from the bench, but broadcasters are standing on their constitutional rights. If they lose in the local court, the fight will be carried to the U. S. Supreme Court which long ago branded the antique common-law rule as outmoded and unconstitutional.



This is a picture of WMARyland

Throughout Maryland and the rich Chesapeake Bay area, televiewers rely on good reception from Channel Two. They know that only on WMAR-TV, The Sunpapers television station in Baltimore, can they enjoy the programs with that special Maryland flavor.

Only WMAR-TV gives its loyal audience a daily motion picture newsreel of the news events of Baltimore and Maryland. Only WMAR-TV gave the Maryland audience the Baltimore Orioles baseball games; the Baltimore Bullets basketball games; the Baltimore Colts professional football games; and the daily feature races from historic Pimlico and Laurel race tracks.

Add to these distinctive "local" programs on WMAR-TV the outstanding entertainment presented by the Columbia Broadcasting System's television network, and there's little wonder that television aerials in Maryland are turned to Channel Two.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

two are always better than one...

On the surface there may not seem to be much similarity between over-water locomotion and broadcast advertising...But in the city of Baltimore, Maryland, there lies an exact parallel.

For Baltimore, with a fair array of broadcasting stations for a city of its extensive size and buying power, has *only one* broadcaster...WBAL...that offers advertisers a powerful combination of both AM and Television under the same aegis*.

The advantages of this? Very simple...and very interesting. With WBAL and WBAL-TV used in combination

...you can promote your shows both ways

...you can publicize your talent both ways

...you can merchandise your product (or service) both ways

*under the same roof for that matter. Both WBAL and WBAL-TV are luxuriously housed at 2610 North Charles Street, Baltimore 18, Md.

...e..

Your advertising in one medium reinforces and strengthens your effort in the other...with the net result that each sales message you broadcast, on either AM or TV, has a commercial power that will strike envy into the heart of your strongest competitor.

In fact, the WBAL combination has proved *so strong* that many advertisers—who have as yet used only one of the two media—have derived large indirect sales benefits from the fact that both exist on WBAL.

So...if you have an eye (and an ear) for the rich Baltimore market, come and see us. WBAL will help keep your advertising effort, your sales curve and the figures in your ledger all headed in the right direction...because

in Baltimore, WBAL—and only WBAL—offers both

WBAL
1090 KC 50 KW
NBC Affiliate

WBAL-TV
Channel 11 36.2 KW
NBC Affiliate

Represented nationally by
Edward Petry & Co.

WBAL and WBAL-TV
Mean Business in Baltimore!

STATION HISTORIES

Background, Data on Baltimore Outlets

WAAM (TV)
3725 Malden Ave.
Mohawk 7600
26,100 w (TV) 13,800 w (audio)
Channel 13

WHEN WAAM took to the air last Nov. 1 it was completely sold out for the day. The next day it was on 23 hours without a mishap in covering election returns.

The station claims another first in a simultaneous telecast of the Hochschild, Kohn & Co. *Quiz Teen Time* with WFBR. Both outlets carried the program commercially.

Officers include Ben Cohen, president; Fred Allman, executive vice president; Norman C. Kal, general manager, and Armand Grant, commercial manager. Mr. Kal is president of Kal, Ehrlich & Merrick, Washington agency.

WAAM has everything under one roof, with no department more than 75 feet from any other department, including executive, commercial, program and engineering. The station is located away from the heart of the city.

Just six weeks after taking the air the station moved into daytime programming with a 4 p.m. five-a-week film program sponsored by Joseph M. Zamoiski Co., local Philco distributor.

WAAM is a television affiliate of ABC and DuMont. It is represented nationally by Free & Peters. Basic hourly rate is $300. Radio-Television of Baltimore Inc. holds a CP for AM station (WTLS) with 1 kw daytime on 1010 kc but has not started construction. The company has a Class B FM application pending at the FCC.

Mr. ALLMAN

* * *

WBAL; WBAL-TV
2610 N. Charles St.
Hopkins 3000
50,000 w 1090 kc
32,600 w (TV) 17,200 w (aural)
Channel 11

ESTABLISHED in November, 1929, by Consolidated Gas, Electric Light & Power Co., WBAL was purchased by Hearst Radio Inc. in January, 1935. It was on NBC Blue network until Sept. 30, 1941, moving to the Red (now NBC). Power was increased that year to 50,000 w and frequency was shifted from 1060 to 1090 kc.

Mr. BURKE

"New World of Tomorrow" studios and offices were occupied in 1947 at 2610 N. Charles St., just north of the business center. The station has spent a million dollars on its new AM and TV facilities. It has no FM outlet but is an applicant.

Operating hours of the TV station exceed those of any operation outside of New York, according to Harold C. Burke, Hearst Radio vice president in charge of WBAL and WBAL-TV, with a minimum of 60 hours on the air since last Oct. 18. The TV station was opened March 11, 1948. Daytime programs begin at noon Monday through Friday. Harold P. See is TV director and acting chief engineer of both stations. Kenneth Carter is sales manager.

As of last December the TV station had 28 network and 50 local advertisers. Studio facilities are elaborate, with the main large studio equipped for a large variety of programs and filmed productions.

Basic WBAL AM rate is $500 an hour. TV rate is $350. Edward Petry & Co. represents both stations. Station slogan is, "WBAL and WBAL-TV mean business in Baltimore."

* * *

WBMD
2 W. Eager St.
Mulberry 7095
1000 w D 750 kc

THOUGH WBMD just celebrated its first anniversary last Dec. 7, it has been out of the red for some time, according to the owners. Twelve stockholders, mostly Baltimoreans, founded Key Broadcasting Corp., operating the station. President is George Hull, in the automotive business.

Mr. EARP

H. Shelton Earp Jr., formerly of WTOP Washington, took over management last February. He built the programming around several personalities. Ralph Powers was hired from another station for a 7-10 a.m. morning program. He is said to command a wide following. From 11 a.m. to 1 p.m., proceedings are in charge of Barry Kay. In the afternoon Happy Johnny presides from 1 to 5.

A daily noon participation program is said to be popular with listeners who fill the station's auditorium studio. WBMD's director of women's activities, Polly Dorsey, has a 10-10:15 a.m. program.

WBMD carries the Washington Redskins games under sponsorship of American Oil Co. and U. of Maryland games for Sherwood Bros., regional gasoline concern.

The station's basic hourly rate is $100. National representative is Joseph Hershey McGillvra Inc.

Merrill Carroll is sales manager of the station, with Thomas O'Connor as program director.

* * *

WCAO; WCAO-FM
1102 N. Charles St.
Mulberry 0600
5000 w 600 kc
10,000 w 102.7 mc

EVER since it took the air May 8, 1922 WCAO has had the same 600 kc assignment. Originally it was licensed to Sanders & Stayman, Baltimore music store, later being acquired by Brager-Eisenberg, department store, from which it was purchased in July 1926 by Monumental Radio Inc. Officers of Monumental were R. V. O. Swartout, George Eckhardt and William Atkinson.

WCAO joined CBS Sept. 18, 1927 as one of the original 16 basic affiliates. The ownership was transferred April 15, 1931 to the present Monumental Radio Co. Original officers were Lewis M. Milbourne, president; J. Thomas Lyons, executive vice president; Clarence W. Miles, secretary; L. Waters Milbourne, assistant treasurer. Mr. Lyons died in December 1938, L. Waters Milbourne becoming general manager in early 1939.

Power has increased from the original 250 w to 500 w and 500-1000 w, with the present 5,000 w fulltime granted Nov. 28, 1942. WCAO-FM was started experimentally Jan. 23, 1948, with 3 kw power on 102.7 mc, going fulltime with 10 kw the following Feb. 1. It duplicates the complete AM program schedule.

WCAO is an applicant for a television CP should Baltimore receive additional TV channels. It originally applied for TV last March 8. The station has occupied its own modernized building in the center of the city since Aug. 4, 1947. Transmitter is located on Park Heights Ave. extended. National representative is Paul H. Raymer Co. Station slogans are "Maryland's Oldest Radio Station" and "The Voice of Baltimore." WCAO claims to have originated the morning musical clock and likes to recall that A. D. (Jess) Willard Jr., NAB executive vice president, was an announcer on its staff.

Mr. MILBOURNE

Station's basic hourly rate is $375.

* * *

WCBM; WCBM-FM
Harford & North Aves.
Belmont 8400
250 w 1400 kc
(CP 10,000 w D 5,000 w N 680 kc)
15,000 w 93.1 mc

ORIGINAL WCBM license was issued in May, 1924 in the name of Charles Swartz, with 250 w day and 100 w night on 1370 kc. Baltimore Broadcasting Corp. was formed in

(Continued on Baltimore 12)

MORE POWER AND A BETTER PLACE ON THE DIAL!

In 1949 we move to

KILOCYCLES

with

10,000 watts—and that

means more SELLING POWER for advertisers using

Baltimore's Listening Habit

WCBM

Mutual Broadcasting System

John Elmer, *President* George H. Roeder, *General Manager*

Exclusive National Representatives **WEED & COMPANY**

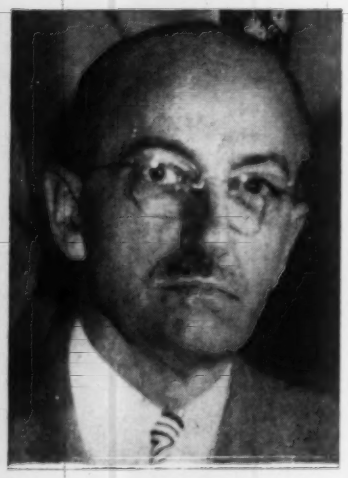
NEW YORK • CHICAGO • BOSTON • DETROIT • ATLANTA • HOLLYWOOD • SAN FRANCISCO

(Continued from Baltimore 10)

1929 and the present management began operations the same year.

The station went to 250 w full-time in 1939, moving to 1400 kc in 1941. The FCC has granted a CP for a regional facility in the drawn-out 680 kc litigation and the station is preparing to move into the new assignment as soon as possible.

President of WCBM is John Elmer, well-known industry figure and president of NAB in 1937. He is still active in NAB affairs and has been on the board of Broadcast Music Inc. since its formation. George H. Roeder is general manager and program director of the station.



Mr. ELMER

WCBM is the Baltimore outlet for MBS network. Weed & Co. is national representative. Basic hourly rate is $200.

The station emphasizes the city's port-derived aspects, and is identified on every station break as "WCBM, the Port of Baltimore." Musically it reaches the non-extremist listener, "pleasing the middle-minded person while not sloughing off either long-hair or cat."

News policy stresses local events. Newsroom effort is geared to processing of national and international events for Baltimore listening, based on this theme: "The news of the world as it applies to our town."

Several teams operate in news broadcasting. Outstanding is the *Ian & I* 10:30-11 p.m. broadcast by Ian Ross MacFarlane and Charles A. Roeder, brother of George. The half-hour is completely ad-libbed, being tape-recorded to handle a heavy volume of post-broadcast queries. The two newsmen talk over their respective news experiences of the day and kick around controversial and political topics too hot for formal programs. Both men travel widely and fly in wire spools from remote points.

* * *

WFBR; WFBR-FM
10 E. North Ave.
Mulberry 1300
5000 w 1300 kc
20,000 w 101.9 mc

PIONEER Baltimore station, WFBR took the air June 9, 1922, as WEAR. Call was changed to WFBR in 1924 when officers of the National Guard took over operation. Studios were moved to the Fifth Regiment Armory. In 1927 studios were moved to 711 St. Paul St. Facilities were purchased in 1931 by the present owners, Baltimore Radio Show Inc., the station opening its present studios in 1939.

Among milestones was the June 14, 1922 speech by President Harding at Fort McHenry, claimed to be the first Presidential broadcast.

In recent years WFBR has featured studio-audience programs with both eye and ear appeal, with 100,000 persons visiting the studios every year. Special events are featured. The station has had exclusive rights to the Maryland State Fair, Baltimore Food Show, Maryland Pharmaceutical Assn. events and Chesapeake Bay Fishing Fair Assn. annual fair.

WFBR is the ABC outlet in Baltimore. Basic hourly rate is $375. John Blair & Co. is national representative.

The present staff numbers 66, with R. S. Maslin as president and chairman of the board. Other officers are J. H. L. Trautfelter, vice president and treasurer, and acting manager since the death of Hope H. Barroll Jr.; L. O. Groves, secretary; Robert S. Maslin Jr., assistant secretary and treasurer.

Mr. MASLIN

Mr. TINSLEY

Engineering facilities are under direction of William Q. Ranft. AM transmitter is located at Waterview Ave., Westport, and FM transmitter at Edmonson Ave. extended. The FM transmitter went into operation last Nov. 28.

* * *

WITH; WITH-FM
7 E. Lexington St.
Lexington 7808
250 w 1230 kc
20,000 w 104.3 mc

WITH'S policy since it went on the air March 1, 1941 has been music, news and sports, with no straight talking programs or stories. News is broadcast every hour on the hour 24 hours a day. Principal executives of the station, operated by Maryland Broadcasting Co., are Thomas G. Tinsley Jr., president, and Robert C. Embry, vice president.

WITH takes its sports seriously. Mr. Embry is president of the Colts, pro football team, and Bullets, pro basketball team. Their games are broadcast play-by-play as well as the Orioles baseball games. Ted Husing handles football, aided by Bill Dyer, and Mr. Dyer does basketball and baseball.

The station opened with a musical bang in 1941, ASCAP sending down a songwriter show. NAB was feuding with ASCAP at the time. The debut was extensively promoted by Joseph Katz Co. WITH has handled Miss Maryland contests and in 1942 staged the event at Camp Meade for the benefit of the soldiers.

All types of music are carried, from swing to classical, along with outstanding public events.

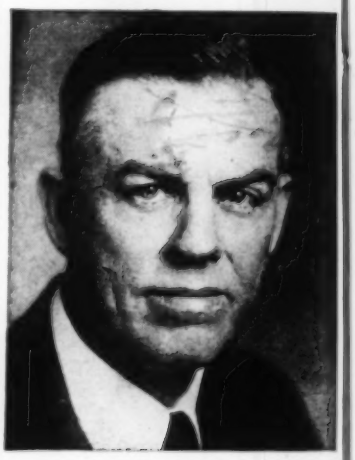
An experimental FM operation was started late in the war with call letters W3XMB. First Maryland FM license was granted the station in September 1946. The FM station, now WITH-FM, duplicates the AM program. Power was increased last September to 20,000 w.

National representative is Headley-Reed. Basic hourly rate is $195. Under the same ownership is WLEE Richmond, Va., which has an FM grant. WITH has applied for television.

* * *

WMAR-FM; WMAR-TV
Sunpapers Bldg.
Lexington 7700
20,000 w 97.9 mc
17,100 w Channel 2

ALL the facilities of the Sunpapers are available to newspaper's FM and TV outlets, directed by Ewell K Jett, radio vice president of A. S. Abell Co. A former FCC



Mr. JETT

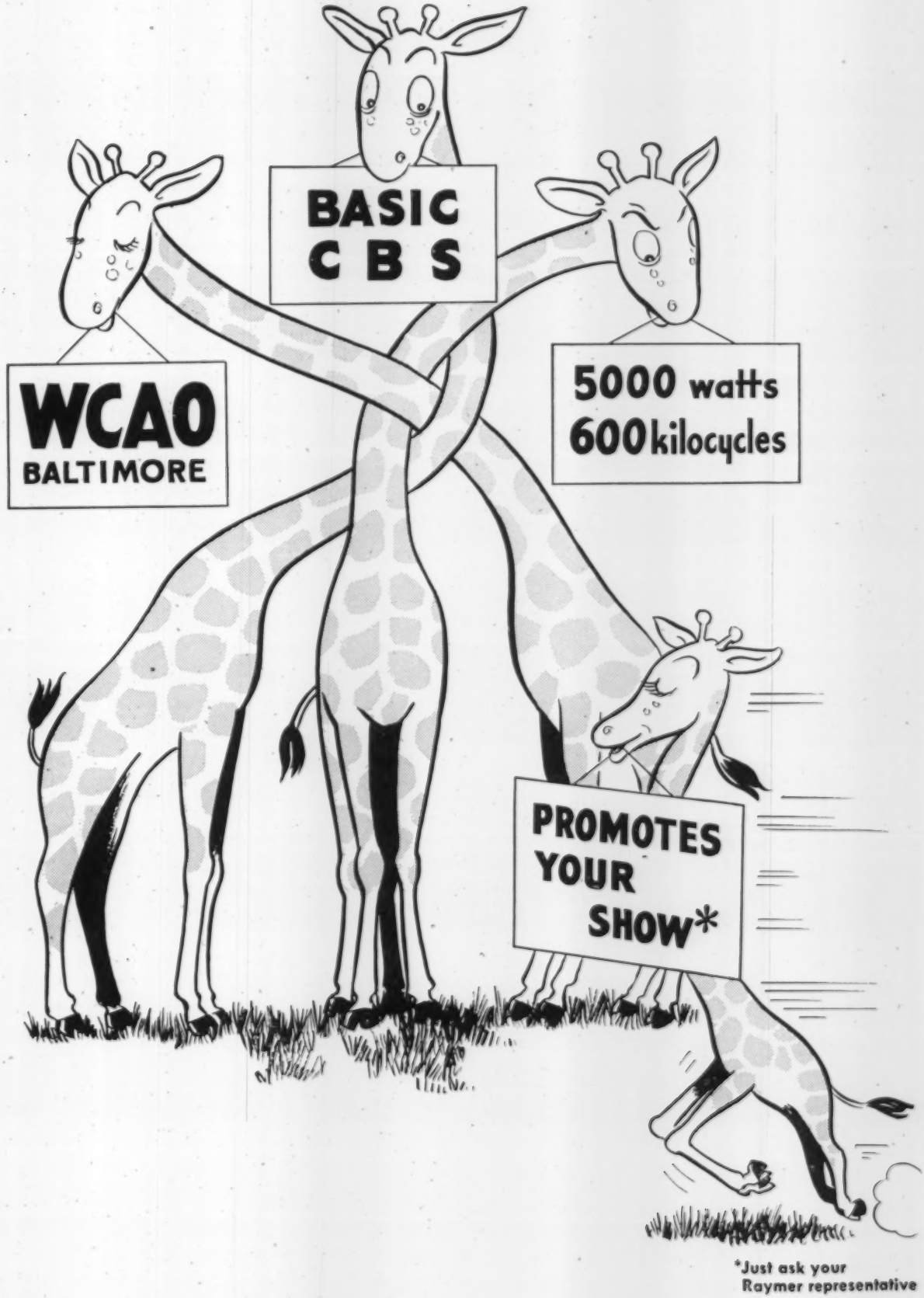
Commissioner, Mr. Jett long was a Baltimore resident. He has brought to the office long experience in the engineering side of broadcasting.

WMAR-TV celebrated its first anniversary last Oct. 27. Its newsreel operation uses seven cameramen, three director-writers, two film editors, two laboratory technicians and is an around-the-clock operation. Film documentaries carried on WMAR-TV have been taken by the CBS eastern TV network. A daily man-in-the-street program is telecast with the aid of the station's elaborate remote equipment.

Basic TV rate is $350 an hour. The station has over 50 TV sponsors. It carries the CBS network television services. Regular mail is said to come from points as far distant as Harrisburg, Pa., with

(Continued on Baltimore 14)

WBMD
BALTIMORE
750 KC. • NON-DIRECTIONAL • 1000 WATTS
For Complete Coverage of
AMERICA'S SIXTH LARGEST MARKET
plus most of Maryland—*plus* parts of Delaware, Pennsylvania, New Jersey & Virginia
BUY:—RALPH POWERS, BARRY KAYE, HAPPY JOHNNY
Represented Nationally by Jos. Hershey McGillivra



*Just ask your
Raymer representative

Stations

(Continued from Baltimore 12)

occasional mail from the New York area.

President of A. S. Abell Co. is Paul Patterson. Assisting Mr. Jett are Ernest A. Lang, sales manager; Philip Heisler, chief of film department; R. B. Cochrane, production director, and Carlton G. Nopper, chief engineer.

The FM station is on the air 42 hours a week. It features good music and some popular numbers, with religion dominating the Sunday schedule. Basic hourly rate is $50. The Katz Agency Inc. represents the stations nationally.

Officers and studios are in the Sunpapers building. Across the street atop the O'Sullivan Bldg., highest south of Philadelphia, is a two-pylon FM tower supporting a three-batwing TV antenna. It is 591 feet above the sidewalk.

* * *

WMCP (FM)
5718 Reisterstown Rd.
Mohawk 4400
20,000 w 94.7 mc

OPENED shortly after the war by Thomas F. McNulty, WMCP has fought the good FM fight and is understood to be near the break-even point despite the fact that it had no AM, TV or newspaper affiliation. Seventeen local businessmen put up the money and named Mr. McNulty president. He had conceived the project while serving as director of the Maryland War Emergency Radio Service, pattern for similar services he helped set up in other states.

An ex-ham and ex-legislator, Mr. McNulty abandoned the insurance business to get the station under way. Good music is featured by WMCP, with no sports at all. News is kept to a minimum on the theory that listeners also read newspapers.

Out to build prestige, Mr. McNulty handles only quality accounts, he points out. Only programs are sold—no spots. The station feeds programs via air relay to WINC (FM) Winchester and WCHA (FM) Chambersburg.

At first WMCP was on the air 12 hours a day, but increased the time to 13 hours—10 a.m. to 11:15 p.m.—and now broadcasts 18-hour service.

Dinner music is sponsored 6-8 p.m. by Arrow beer. Commercials are kept non-irritating on all station programs, according to Mr. McNulty. Only two of its 30 sponsors have been lost since the station opened. Located six miles from the center of town, it has an auxiliary studio setup downtown in Stieff Hall. The transmitter is on the highest ground in the region.

Mr. McNulty's main aide is Martin J. Porter, ex-managing editor of *American Weekly*. The station has no disc jockeys and claims a heavy following among Baltimore's erudite population. Advance program schedules are said to be in heavy demand. Sponsors include Cadillac, Oldsmobile dealers, Fidelity Trust and others of the type. The basic hourly rate is $50.

Mr. McNULTY

* * *

WSID
136 Eastern Ave.
Peabody 8150
1000 w D 1570 kc

ONLY suburban outlet in the Baltimore area, WSID is located in the rapidly growing residential and industrial community of Essex, east of the city, but claims coverage of the entire metropolitan area.

The station was founded by Sidney H. Tinley Jr., Baltimore, head of a real estate and insurance business. Just a few weeks ago Mr. Tinley sold the station to United Broadcasting Co., Washington, operating WOOK Silver Spring, Md., Washington suburb. Price was $80,000. At this writing the transfer awaits FCC approval. Richard Eaton, president of United, has indicated that public service features of both stations will be given increased emphasis.

WSID has stressed community flavor in its programming. Its basic hourly rate is $90. Representative is Forjoe & Co.

Last year Mr. Tinley placed operation of the station under Howard S. Frazier via a management contract. Mr. Frazier is associated with Paul Peter in the radio management consultant firm of Frazier & Peter, Washington. The station took the air Thanksgiving Day, 1947.

The *Essex Spotlight* program features merchants along the Philadelphia road. Another local feature is the teen-age talent show for Bond Bread. A sports parade starts at 1 p.m., lasting to signoff. It includes race results and scores of games. Five-minute newscast is carried just prior to the hour.

Baltimore's Newest TV Station

Proves Its Performance

WAAM

CHANNEL 13

14 COMMERCIAL SHOWS WEEKLY

In just two short months WAAM has established a record of acceptance with important advertisers: Basketball (Arrow Beer)—Fashion Show (Isaac Hamburger)—Wrestling (Ford Dealers)—Quiz-teen Time (Hoschild Kohn Co.)—Movie Matinee (Philco Dealers)—Film Musical (Parker Co.)—Entertainmentime (Reuben Enterprises).

- ***Bulova Watch Time Signals***
- ***Chesterfield Cigarettes***
- ***Host of Local Spot Advertisers***

A B C AFFILIATE

DUMONT NETWORK SHOWS

FREE & PETERS — NATIONAL REPRESENTATIVES

Surveys of Other

MAJOR Radio Markets

Are Underway

Watch For

- San Francisco
- Buffalo
- Seattle
- Detroit
- And Others

Publication Dates

To Be Announced

STILL first*

in the morning (8-12 a. m.)

in the afternoon (12-6 p. m.)

and **in total rated periods**

*October-November Hooper Ratings.

This business of leading the pack is getting to be a habit at WFBR.

And we're leading not only on the Hoopers, either. We're way out in front in audience interest—audience *loyalty*, too!

Witness: recently one of our M.C.'s mentioned that he had some studio tickets available. He mentioned it *just once*—and Uncle Sam's harassed mailmen brought requests for 113,952 tickets.

Add it up: all our firsts—audience loyalty—constant newspaper and car card advertising—a house organ, modern, handsome studios—and 100,000 people that see a broadcast in those studios every year—and your total *has* to be:

AM **WFBR** FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY